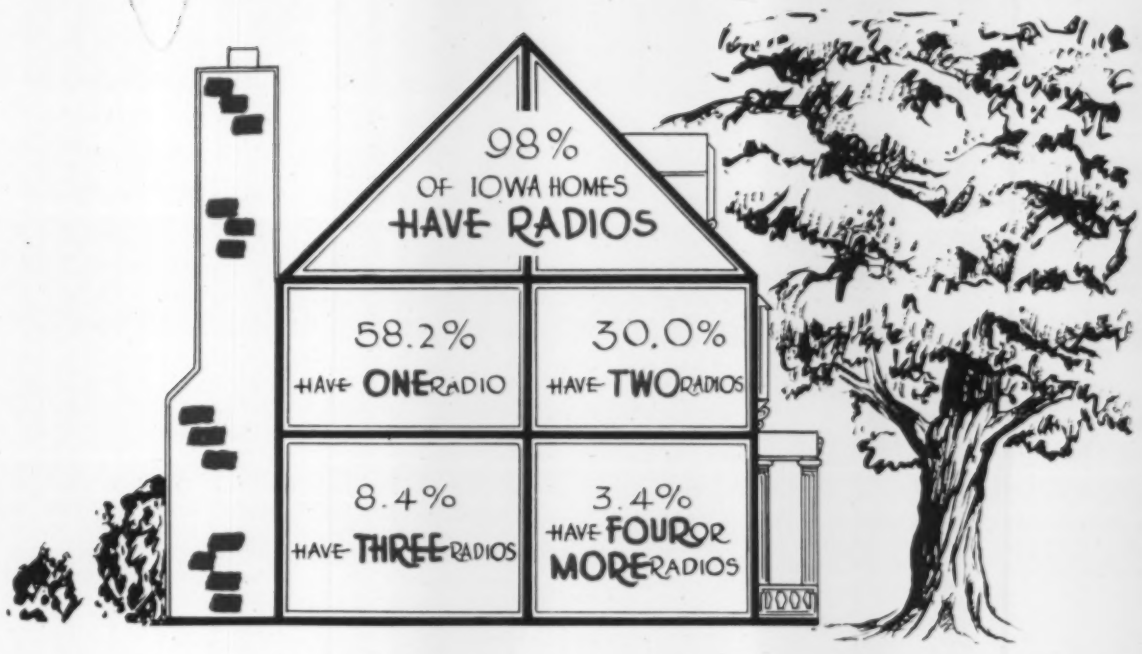
DECEMBER 27, 1948 PRICE 25 CENTS

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

PUBLIC LIBRARY
DEC 28 1948
DETROIT

MORE IOWA RADIOS MEAN MORE IOWA LISTENERS!



98% of Iowa homes have radios, *41.8%* have *two or more* sets, and *11.8%* have *three or more*, according to the 1948 Iowa Radio Audience Survey.*

This extra-set ownership means more *listening* throughout the day. In the morning, for instance, it means 6.9% more women and 5.9% more men listeners.

The Survey's authoritative figures about multiple-set homes in Iowa constitute one of the several new and extremely important findings of the 1948 Edition. In addition to this "*new information not previously gathered*" the Survey gives up-to-date facts on almost every possible phase of Iowa listenership.

Write for your copy today, or ask Free & Peters.

*The 1948 Iowa Radio Audience Survey is a "must" for every advertising, sales, or marketing man who is interested in the Iowa sales-potential.

The 1948 Edition is the *eleventh* annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff, is based on personal interviews of 9,224 Iowa families, scientifically selected from the city, town, village and farm audience.

As a service to the sales, advertising, and research professions, WHO will gladly send a copy of the 1948 Survey to anyone interested in the subjects covered.

WHO

+ *for* IOWA PLUS +

DES MOINES . . . 50,000 WATTS
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives

IN THIS ISSUE: MONTHLY TELECASTING SECTION - SHOWSHEET

Like Jack's beanstalk . . .

Television towers can grow sky-high overnight, but it takes more than just a tower to make a television station foremost in its community. WWJ-TV, now in its third year *of operation, is a* firmly established *leader in the Detroit market. It has taken full advantage of its two-year "headstart" to stake its claim on the lion's share of desirable local television features. And, through its NBC Television Network facilities, WWJ-TV has stretched its "seeing power" beyond the horizons to bring Detroiters an even greater diversity of entertainment features. Unquestionably, WWJ-TV is the one best television "buy" TODAY, in the multi-billion dollar Detroit market.*

FIRST IN MICHIGAN . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

ASSOCIATE AM-FM STATION WWJ

WWJ-TV

NBC Television Network

One drummer doesn't make a parade!

You can sell New England effectively with radio only by having enough stations to cover the market adequately, so that your local dealers will feel the impact.

Beating the drum in one market, however effective there, will not draw a crowd all along the route in this prosperous six-state market with its many city zone and suburban shopping centers.

For complete coverage, Yankee offers 24 home-town stations. Each station has local acceptance with merchants and with consumers. Together they form New England's largest regional network — delivering a vast ready-made audience.

You can really draw a crowd with Yankee — every local station pulling in its area, earning the co-operation of your dealers for maximum results everywhere.

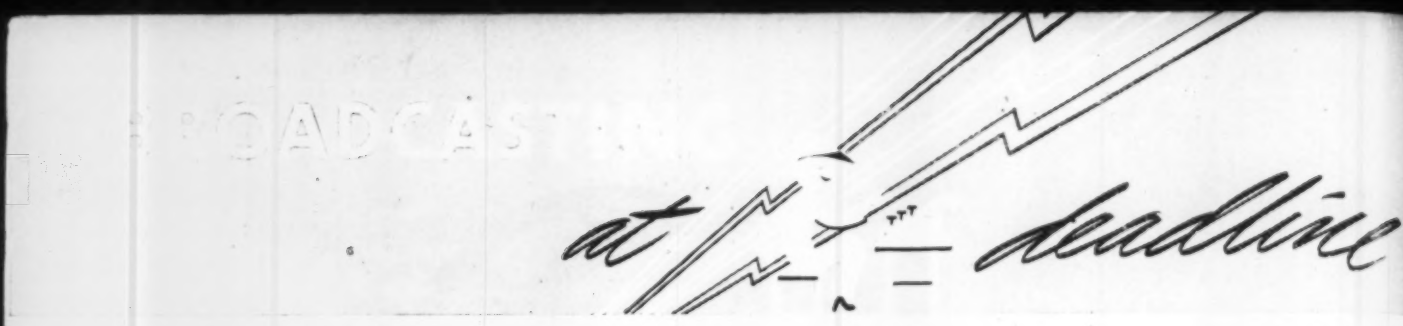
Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS. Represented Nationally by EDWARD PETRY & CO., INC.

blished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



Closed Circuit

WITH decision on long-pending clear-channel case in offing, both pro and anti clear-channel groups are becoming active again. Clear Channel Group, at call of Chairman Edwin W. Craig, met in Nashville Dec. 16. Ed Craney, head of Pacific Northwest Broadcasters and spearhead of anti-clear channel group, has dispatched call for meeting in midwest sometime in January (see story, page 31).

FCC WILL muster its full strength for first time since summer with unheralded return last week of Comr. George E. Sterling, alternate chairman of High-Frequency Broadcasting Conference which has held sway in Mexico City since Oct. 22. Comr. Sterling plans to remain in Washington until Jan. 6 or 7 before returning to conference for windup expected by Feb. 1.

INSIDERS won't be surprised if 20th Century Fox and ABC resume huddles, though nobody wants to talk because of effect past publicity had on market value of stock.

WILLIAM ESTY Agency, New York, will produce dramatic show, *Colgate Theatre*, for Colgate-Palmolive-Peet, Mondays 9-9:30 p.m. on NBC-TV beginning Jan. 3. Sponsor bought time some weeks ago. Although Esty producing show, commercials for Lustre Creme being prepared and filmed by Lennen and Mitchell and commercials for Vel to be handled by Esty.

IF ON-again-off-again deal of Billy Banks (owner of WHAT Phila.) for acquisition of WINX Washington doesn't jell quickly American Federation of Labor is prepared to make bid. While *Washington Post* has agreed on WINX sale to Banks ($125,000 for WINX-AM and about $200,000 for WINX-FM and real estate which would be sold to new *Post*-CBS corporation), difficulties regarding dual operation of AM and FM transmitter from same location but under different ownership have complicated negotiations.

WANTED: Two top-flight broadcast advertising executives to fill vacancies at NAB.

FM ASSN. committee met Friday morning to look over candidate for executive directorship. Contract of incumbent J. N. (Bill) Bailey, expires end of next month. FMA expected to clip ante on job as part of revamped operation.

AUTOMOBILE manufacturers expected to be biggest source of new radio and television business in 1949, according to many New York radio station representatives. They point to increased competition among car makers as one reason for expansion of timebuying.

INCREASINGLY frequent reports that newspapers are hitting radio below belt in selling

(Continued on page 70)

Upcoming

Dec. 27-29: American Marketing Assn. annual convention, Cleveland.

Dec. 28: All-Radio Presentation Executive Committee, BMB board room, New York.

Dec. 30: Executive Session of House Select Committee to Investigate the FCC, 10:30 a.m., Old House Office Bldg., Washington.

Jan. 3: FCC Hearing on Station Representation resumes, FCC Hdqrs., Washington.

(Other Upcomings page 46)

Bulletins

GENERAL FOODS to continue active use of radio and television in 1949, "seeking more economical use of both," Howard Chapin, director of advertising, said Thursday. Change from sellers to buyers market next year and increasing competitive pressure "will require harder selling and more effective use of all advertising media," he said.

DECISION by Seattle AFRA local not to reopen station contracts in area does not indicate trend but merely applies on local level, George Heller, AFRA national executive secretary, said Thursday (early story, page 43). No policy on contract extensions issued by national headquarters, he said. "Where pay scales and local contracts warrant, locals may well extend an old contract," he explained, "but it would be a local decision based on local conditions."

TEXACO SHOW TOPS N. Y. TV

TOP TEN Hooper New York teleratings for December are: *Texaco Star Theatre*, WNBT, 78.9; *Arthur Godfrey Talent Scouts* WCBS-TV, 55.2; *Toast of the Town* WCBS-TV, 50.6; *We the People* WCBS-TV, 47.8; *Amateur Hour* WABD, 33.9; *Chevrolet Tele-theatre* WNBT, 28.1; *Kraft Television Theatre* WNBT, 28.0; *Bigelow Show* WNBT, 27.5; *Break the Bank* WJZ-TV, 24.6; *Small Fry Club* (Thurs.) WABD, 24.3.

FCC TO ASK STATIONS FOR DATA ON COSTS

RECOGNIZING "rapid upward movement of broadcast expenses during recent years," FCC proposed Thursday to ask stations to indicate their "total broadcast expenses" in annual preliminary financial estimates. No expense data has been sought heretofore in this survey, which is conducted by questionnaire each January to cover preceding year. Another proposed change: Eliminate requests for revenue details except "total broadcast revenues."

FCC said upswing in expenses makes it necessary to have expense information "for an accurate appraisal of the industry's financial experience." Comment on proposed changes will be accepted until Jan. 17, after which oral argument will be held if comments warrant.

Business Briefly

PILLSBURY CHANGES • Pillsbury M... Minneapolis, Jan. 3 moves ABC *Kay K... College of Musical Fun and Knowledge* f... 11-11:30 a. m. to 4-4:30 p. m. EST, ... *Galen Drake* from 3:30-45 p. m. to 11:4... noon, both Mon-Fri. Agencies, McC... Erickson, Minneapolis, and Leo Burn... Chicago.

OLD GOLDS ON WJZ • P. Lorillard C... (Old Gold cigarettes), New York, cancel... Brooklyn Dodger baseball broadcasts ... WMGM New York and telecasts on CBS-T... Firm will sponsor year-round show, *Old G... Party Time*, Mon.-Fri., 1-1:15 p.m., on W... New York starting in mid-January.

SHOE FIRM SPONSORS • Brown Shoe C... (Roblee and Buster Brown shoes), St. Lo... will sponsor *Sport Magazine* awards presen... tion from Hotel Astor, New York, on full M... network Jan. 19, 10-10:30 p.m. Agency, L... Burnett, New York.

RAILROAD SPOTS • Long Island Railro... N. Y., Dec. 30 begins for three weeks ... minute film spots on WJZ-TV New York ... explain reasons it is seeking fare increa... Agency, Paul Lefton Co., New York.

TV NEWSREEL • Joske's, Houston (depa... ment store) to sponsor daily *Telenews D... Newsreel* on KLEE-TV Houston beginn... Jan. 2 coincident with station opening.

ABC CO-OP BUSINESS REACHES ALL-TIME PEAK

NUMBER of advertisers sponsoring ABC ... operative programs is at all-time peak, s... Murray Grabhorn, network vice presid... ABC's 16 co-op shows now total 852 advertis... increase of 19% over 719 sponsors of a y... ago.

National Dairy Products, New York (Sa... test) will sponsor *Dorothy Dix on the R...* ABC's newest five-weekly co-op, over 49 s... tions effective Jan. 3, 1:45-2 P. M., thru... N. W. Ayer & Son, New York.

Newest co-op program sale is *Ethel ... Albert*, five-weekly over six ABC affiliates ... Swift & Co., Chicago, for Swift's cleans... under 26-week contract effective Jan. 3. N... ham, Louis & Brorby, Chicago, is agency.

CBS STILL HOPEFUL OF ACQUIRING BERGEN

REPORTS that CBS was still hopeful of ... taining Edgar Bergen, despite his rece... announced intentions to retire from ra... revived last week when ventriloquist admi... he was negotiating with CBS, according ... press association reports.

Mr. Bergen, who will quit NBC this w... is said to have been offered a capital g... deal by CBS. It was believed, however, ... even if he reached agreement with net... he would probably not resume active br... casting immediately.

GENERAL ELECTRIC STATIONS

WGFM
FREQUENCY MODULATION
99.5 MEGACYCLES

WGY
NBC AFFILIATE
50,000 WATTS 810 KC

WRGB
TELEVISION
CHANNEL NO. 4

Schenectady 5, New York
December, 1948

Miss Regina Schuebel
Duane Jones Agency
570 Lexington Avenue
New York, N. Y.

Dear Reggie:

I am incensed. A guy -- just a plain guy -- said to me yesterday why don't I take the "bollarkey" out of my letters to you time buyers. "Bollarkey", he explained was a combination of boloney and mullarkey. Time buyers want only facts he says; be more businesslike.

You never were given anything but facts by us, but perhaps I could be more terse: For example

1 - WGY costs less by nearly 50% than any combination of stations which cover the same territory.

2 - WGY is the only major (50, 000 watt) station in the area it serves.

3 - WGY has consistently increased its mail pull through the years. In the year just passed, it received more mail than in any previous year in its history -- over 200,000 pieces!

4 - WGY produces results. For example, eight announcements on a program before 7:00 AM produced orders for 38,400 strawberry plants ... 1,483 orders were received by another sponsor for an item costing $3.98! That's a cost per sale of only 15 cents!

5 - Eighty-six percent of WGY's current advertisers are on a renewal basis. More than 18 have been on the air regularly for 10 consecutive years!

Do you really like this way of laying it on the line, Reggie? There are dozens of other facts on WGY we could send to justify your confidence in us and help you explain to your clients why you recommend WGY in this area.

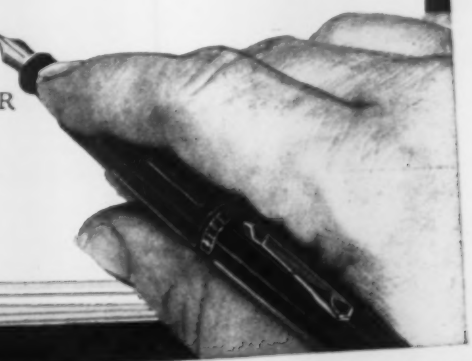
Or maybe it's easier just to get the full story from NBC Spot Sales. Regards.

Sincerely,

G. Emerson Markham

STATIONS MANAGER

G. Emerson Markham:acs



Farm Service...

ATTENTION		
GEN. MGR.	✓	B
PROGRAM	✓	S
SALES	✓	K
TRAFFIC		
AUDITS		
ENG'RING		
CONT'Y		

FARM EDITOR'S WEEKLY REPORT

Week of 11/29/48

Following through on our interest in promoting farm safety, I attended the annual meeting of the Indiana Farm Safety Committee at the Severin Hotel. Having served during 1948 as chairman of the Public Information sub-committee of this group, I was named chairman of the nominating committee, to select officers for this state-wide safety organization in 1949.

The next meeting of the Indiana Farm Safety Committee was set for December 28, 1948 at Purdue University. At that time I am expected to present the ten U. S. Savings Bonds offered to high ranking winners in our state-wide 4-H Dairy Safety Contest. The 5 heifer calves which were the top awards in the contest were presented at the various breed association meetings over the state.

Material for Springer's Farm Column of the Air for Monday was transcribed in advance, and Sam Sims filled in with current items on both regular farm broadcasts while I was in Chicago for the International Live Stock Exposition. Joe Pierson did "Flyin' Weather", arrangements having been cleared with the sponsor beforehand.

A tape-recorded interview was made at Chicago, featuring most of the central Indiana boys and girls who attended as delegates to the National 4-H Club Congress. The tape was delivered to WFBM by air-mail special in time for Monday's Hoosier Farm Circle program. I told the boys and girls we would keep the recording on file at our studios so that they might stop in with their parents to hear it.

Judge Justin A. Miller, NAB President, was the principal speaker at the annual banquet of the National Association of Radio Farm Directors, of which I am a member. He emphasized the importance of farm programming, both as a special service to rural listeners and in addition, as a means of bringing about a better understanding between farm and city people. Copies of his address are to be distributed soon.

One of the discussion panels at our farm directors' convention was devoted to the topic of helping farm broadcasters to carry out the aims of management in the presentation of farm programs. Another dealt with the need for closer cooperation between farm departments and commercial departments.

I distributed brochures on the International Dairy Exposition, to be held in Indianapolis next October for the first time. The plan of the new dairy show was explained briefly to the farm directors attending, as requested by the Indiana organizations which are behind the non-profit exposition.

Hoosier Farm Circle features during the week, in addition to the 4-H interview from Chicago, included a talk on grain marketing, a discussion of Indiana's natural resources by Bill Hougland of the State Department of Conservation, and an interview with two girls who are members of the Indiana Rural Youth Club.

Harry Martin

First IN INDIANA ANY WAY YOU JUDGE!

WFBM INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

Associated with: WFDF *Flint* — WOOD *Grand Rapids* — WEOA *Evansville*

BROADCASTING TELECASTING

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

GENERAL NEWS INDEX.....PAGE 22

DEPARTMENTS:

Agencies	10
Allied Arts	53
Commercial	59
Editorial	38
FCC Actions	58
FCC Box Score	69
Feature of the Week	18
Management	54
Milestones	63
New Business	10
News	62
On All Accounts	18
Open Mike	12
Our Respects to	38
Production	64
Programs	55
Promotion	60
Radiorama	32
Technical	63
Telestatus (TV Insert)	12

FEATURE CALENDAR

First issue of the month: Comparative Network Program Sponsors Schedule
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL
ART KING, *Managing Editor*
J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor;* Robert B. Luce, *Research Editor;* Mary Zurhorst, *Copy Editor.* STAFF: Lawrence Christopher, Phyllis Engelman, Jo Hailey, Ed Keys, Tyler Nourse, John Osbon. EDITORIAL ASSISTANTS: Yvonne Caldwell, Nancy Diehl, Grace Hargrove, Mary McCauley; Eleanor J. Brumbaugh, *Secretary to the Publisher.*

BUSINESS
MAURY LONG, *Business Manager*
George L. Dant, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi, Virginia Dooley. AUDITING: B. T. Taishoff, Irving C. Miller, Eunice Weston.

SPECIAL PUBLICATIONS
BERNARD PLATT, *Director*
Estelle Markowitz.

CIRCULATION AND READERS' SERVICE
WINFIELD R. LEVI, *Manager*
John Cosgrove, Warren Sheets, Chapalier Hodgson, Jeanette Wiley, Elaine Suser, Lillian Oliver.

NEW YORK BUREAU
250 Park Ave., Zone 17, PLaza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Stella Volpi, Betty R. Stone.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Tom Stack.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1. CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU
Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Pat. Office

Copyright 1948 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

KFH IS TOPS

*C. E. HOOPER, INC.

NEWS RATINGS

IN WICHITA

	NOON NEWS	EVENING NEWS	10 P.M. NEWS
KFH GEO. GOW	14.7	13.5	11.7
STATION B	8.9	5.9	4.4
STATION C	4.0	7.0	9.6
STATION D	1.5	2.5	0.8

*Latest Report — Winter-Spring, '47 & '48

George Gow, KFH News Commentator, is THE radio news authority in Kansas. He is on the air three times daily; noon, early evening, and at 10.00 P.M., six times weekly. His terrific popularity is borne out by his phenomenal Hooper ratings and as you can see above KFH and George Gow have almost as many listeners as the other three Wichita radio stations combined. By any standard, KFH is TOPS!

5000 Watts - ALL the time KFH CBS

WICHITA, KANSAS

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

Radio Sales represents:

KMOX
St. Louis

WBBM
Chicago

WCAU
WCAU-TV
Philadelphia

KSL
Salt Lake City

WTOP
Washington

WEEI
Boston

WBT
Charlotte

WCBS
WCBS-TV
New York

WCCO
Minneapolis-St. Paul

WRVA
Richmond

WAPI-WAFM
Birmingham

KNX
Los Angeles

Columbia
PACIFIC
Network

Columbia
CALIFORNIA
Network

In Their Language

Local likes and dislikes are as regional as dialects. You get the best results when you talk the native tongue. And you can do so—effectively—in twelve of your most important markets. In these territories, according to the most recent analysis, the local live talent programs on the Radio Sales represented stations command twice the average audience gathered by the local talent on all competing stations! No wonder national spot advertisers are now sponsoring close to 600 local live talent broadcasts each week on the Radio Sales stations. To get a home-town favorite to do your selling, see your Radio Sales Account Executive.

Radio Sales

RADIO AND TELEVISION STATIONS REPRESENTATIVE... CBS

Oklahoma City's
Only 50,000 Watt Station

KOMA

Outlet for The Columbia Broadcasting System

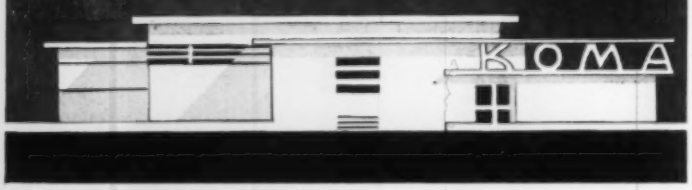
From all of us at KOMA—
our sincere wishes for a Happy
and Prosperous New Year.

And feel free to call upon us
to help carry out those wishes—
for KOMA alone, with its 50,-
000 watt primary coverage, at-
tracts 60% of all the rich Okla-
homa market.

Just contact us, or an Avery-
Knodel representative for com-
plete details.

J. J. Bernard
General Manager

Avery-Knodel, INC.
RADIO STATION REPRESENTATIVE



Agencies

ROBERT R. BURTON appointed a vice president of Young & Rubicam, Chicago, after working as account supervisor in that office.

A. W. SPENCE Jr., account executive with Dancer-Fitzgerald-Sample, New York, for six years on Sterling Drug Account, appointed a vice president of agency.

ERNEST W. GROSS appointed assistant to president of John C. Dowd Inc., Boston. Mr. Gross joined agency six months ago as account executive.

ROBERT WOLCOTT DAY joins New York office of H. B. Humphrey Co. as director of television and radio account executive. Mr. Day formerly was radio director for John Hancock Mutual Life Insurance Co., Boston.

Mr. Day

E. W. CONNER, president of The Conner Co., San Francisco, announces addition of **JOSEPH HAYES JACKSON** and **BARNEY McCLURE** to firm. Effective Jan. 1, 1949, agency name will be changed to Conner, Jackson, Walker, McClure, with Mr. Conner continuing as president.

RICHARD IDE, art director of Brisacher, Wheeler & Staff Inc., New York, becomes account executive of firm, effective Jan. 1.

GEORGE F. FINLEY, production manager; **FRANK HERMES**, media director, and **GILMAN SULLIVAN**, account executive, elected to vice presidencies of Federal Adv., New York.

MILTON DECKER, formerly with Fuller & Smith & Ross, New York, joins Biow Co., New York, as account executive on the Lava (Procter & Gamble) account.

FRANK M. LEONARD, who formerly handled publicity for Republican National Committee, joins publicity staff of Benton & Bowles, New York, where he will handle radio publicity and promotion. **FREDERIC PAPERT**, formerly with Cecil & Presbrey, New York, joins B & B as copywriter.

NORINE FREEMAN appointed radio and television director at W. B. Doner & Co., Chicago, replacing **PHIL EDWARDS**, resigned. Miss Freeman joined Doner in June as public relations director after working as radio supervisor at Carl Byoir & Assoc., New York. She will continue to handle publicity in addition to her new position.

ROBERT ANDERSON promoted to space buyer at John W. Shaw Agency, Chicago. He will work with **PAUL OLAFSSON**, media director, and **MILDRED DUDLEY**, radio and TV timebuyer.

R. DONALD HAWKINS and **HOWARD A. CRUM** join copy staff of Henri, Hurst & McDonald, Chicago.

New Business

CALIFORNIA ELECTRIC SUPPLY Co., Sacramento (Crosley products distributor), in cooperation with local dealers, sponsoring Bob Wills and his western music group show originating at KXOA Sacramento. Show is 13-week test in Sacramento Valley area, and if successful, plans are to expand to other Northern California area on a market-by-market basis.

JACOB SCHMIDT BREWING Co., St. Paul, appoints Olmsted & Foley, Minneapolis, to handle advertising, effective Jan. 1, 1949.

THE PERFEX Co. Shenandoah, Iowa (cleaners and starch), extends its sponsorship of five weekly *Kitchen Club* program to 17 stations. Newest additions are WTCN Minneapolis and KOTA Rapid City, S. D. Agency: Buchanan-Thomas Adv., Omaha, Neb.

DELTA AIR LINES, Chicago, sponsoring 13 film spots on WBKB (TV) Chicago, announcing its DC-6 route from Chicago to Miami and other southern cities. This is company's first use of TV. Agency: Burke Dowling Adams, New York.

FORTNIGHT MAGAZINE, Los Angeles, Dec. 20, started half-hour weekly television program, *Headline Charades*, on KLAC-TV Los Angeles. Contract is for 13 weeks. Agency: West-Marquis, same city.

G. H. S. Corp. (Division of Glemby Co., New York), appoints Harry B. Cohen Adv. Co., New York, to handle advertising for Whirl-A-Wave, new hair beauty aid.

Things that make KGNC the *Tuned-in* station throughout the fabulous Panhandle...

When "Uncle Jay" of KGNC and Bernie Howell dramatize the funnies on Sunday Morning, youngsters and adults alike drop everything and join in the fun. This is a matter of record. "Uncle Jay's" fans even come from 100 to 150 miles away to help pack the studio every Sunday Morning.

So popular and so effective is the program that Lanes Ice Cream Company, the sponsor, will continue throughout the winter months when normally they would not advertise.

This thirty-minute program once a week has stimulated the demand for Lanes Ice Cream to the extent that the sponsor must now ship by rail and express beyond the regularly scheduled motor distribution routes.

This is just another example of KGNC's tremendous impact on the fabulous Panhandle.

KGNC

710 KC. AMARILLO, TEXAS 10,000 WATTS

Represented by TAYLOR-BORROFF and Co., Inc.

MEMBER OF THE LONE STAR CHAIN

Service Unlimited

EDITOR, BROADCASTING:

It's a pleasure to become a subscriber of such a great magazine that is unlimited in its service toward radio men and radio advertisers.

Ralph L. Hooks
Terry Farris Stores Inc.
McAllen, Tex.

* * *

Page From the Past

EDITOR, BROADCASTING:

. . . I have been following the current struggles of American broadcasting to achieve a form of self-regulation. All that I read and hear confirms the fact that radio is so busy going ahead it takes no time to look back to see where its been.

It has been through these same troubled waters before; . . . the NAB Code Committee can find the answers to most of our problems by simply referring to the files of the industry and unfolding the experience of the NAB Code Compliance Committee, in implementing the second NAB Code formally adopted at the Atlantic City Convention in 1938. It has long since been forgotten that there was a first NAB Code adopted away back when Bill Hedges was NAB's first president.

Today . . . there is no Father Coughlin, Elliot Roosevelt, Dr. Townsend, birth-control, and the hotly debated repeal of the arms-embargo . . .

I think one requirement should be made of every new member named to an NAB committee; namely, that he should read the past files on the subject to which his committee is addressing its attention!

There is only one answer to self-regulation in a democracy: To have a code so honest and sincere in content and purpose, that it automatically wins the support of organized public opinion . . . Under the chairmanship of Edgar Bill, the 1938-40 Code Committee working with fellow broadcasters and fellow-Americans, achieved voluntary self-regulation . . .

That Code had the formal, and active support of every significant public group from the American Civil Liberties Union, to the American Legion. It tackled religion, controversial subjects, children's programs, education and news commentators. It engaged in a program of self education both with the public as well as the industry. . . . It sent out round-ups of program practices, answered hot ones by wire or long distance phone, giving to each individual station, the best collective opinion of the whole industry . . . It kept away, as far as possible, from exercising any control or penalty over the length of commercials . . .

. . . Any student of broadcasting regards the adoption and utilization of a Code as perhaps the number one problem facing radio and television in 1949. In the current deliberations, let the industry not forget what it has already accomplished. Let us remember that the past is but precedent to the future.

Edward M. Kirby
RFD 4, Box 200
Sarasota, Fla.

* * *

Wants Details

EDITOR, BROADCASTING:

. . . many of us . . . would greatly appreciate more details in the "Actions of the FCC" section of BROADCASTING.

Most of us have our pending application files set up by frequencies. When, for example, we see in BROADCASTING that on Nov. 30 the application by Lowell Sun Publishing Company at Lowell, Mass., has been dismissed, we have considerable difficulty finding listing of that application in our files. It is necessary to start with 550 kilocycles and check each channel until we find the one this particular party has filed for and is now withdrawing from.

. . . I presume all of us who keep a pending applications file [would] appreciate it if you would attach a frequency to all listings in the "Actions of the FCC" section.

C. B. Persons
Director of Engineering
Arrowhead Network, Duluth

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

The Patroon* of the week

FRED STOUTLAND

Time Buyer, BBD&O

Fred buys over a million dollars worth of time annually. And, he swears that he uses all the products for which he buys time. This should entitle Fred to special status among the Patroons — fellow time buyers all. Fred received today his certificate of membership in the HOP from the William G. Rambeau rep along with the deed to a tract of land in the heart of the Patroon country.

*PATROON — Aristocratic Landholder of the Hudson Valley

The FACT of the week

Over a million buyers in the great Albany-Schenectady-Troy Market fall within WPTR's primary coverage area. Their per capita income, home ownership, radio ownership living standard and buying power are among the highest in the nation.

WPTR

10,000 Watts of POWER Night and Day

PATROON BROADCASTING CO., ALBANY, N. Y. • • • Represented by RAMBEAU

ANNUAL DINNER

Correspondents Set Feb. 5

THE ANNUAL Radio Correspondents Assn. dinner will be held Feb. 5 at the Hotel Statler in Washington, Francis W. Tully, chairman of the planning committee, announced last Monday.

Entertainment for the event is being arranged this year by MBS. Details are being handled in New York by Phillips Carlin, MBS vice president in charge of programs, and in Washington by Art Feldman, WOL Washington news director.

We're really loaded!

When it comes to shooting a *clear, strong signal* out where plenty of people can hear it, few stations can compare with the *Big Bertha* of *Savannah.*

Over a million people in *79 counties* of *3 states* live within easy earshot of WSAV's powerful transmitter and long-range frequency. (Covering *3½ times more people, 4 times more area* than any other medium in this market).

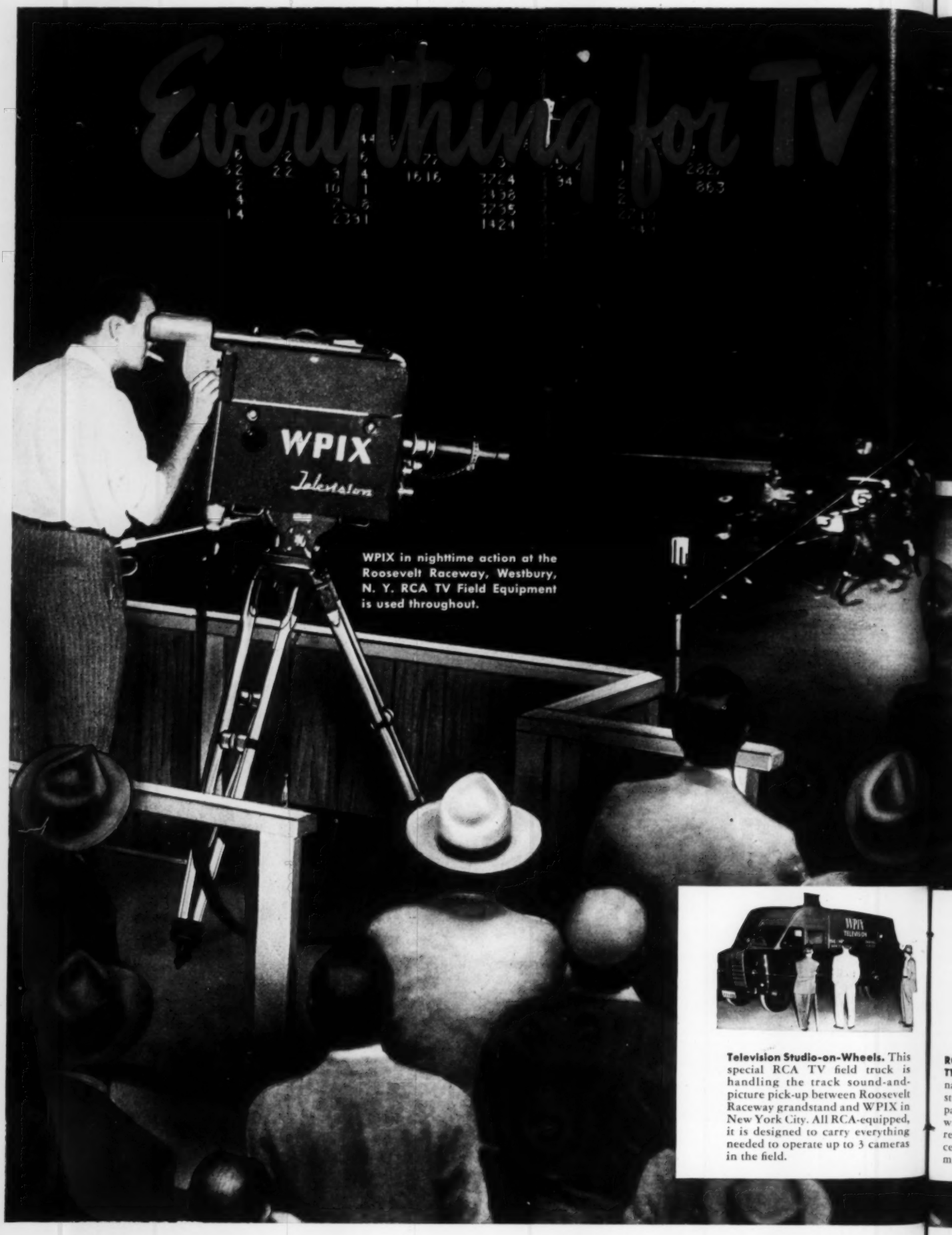
If you're out after big game in this $557,206,000 retail sales area, pop-gun coverage just won't do. Better use the 630 calibre station that has the *power and* the *programs* to hit the market you want to sell!

It's 630 in Savannah **WSAV**

630 kc.
5,000 watts
Full Time

Represented by Hollingbery

Everything for TV



WPIX in nighttime action at the Roosevelt Raceway, Westbury, N. Y. RCA TV Field Equipment is used throughout.

Television Studio-on-Wheels. This special RCA TV field truck is handling the track sound-and-picture pick-up between Roosevelt Raceway grandstand and WPIX in New York City. All RCA-equipped, it is designed to carry everything needed to operate up to 3 cameras in the field.

. . . complete field equipment,

for instance —

● That exciting finish you see is being covered by television field equipment, all-RCA from camera to microwave relay antenna.

Thoroughly practical for quick, on-the-spot pick-ups, this highly compact and portable equipment is designed to handle outdoor telecasting under all sorts of conditions. Complete pick-up and relay equipment includes: two image orthicon cameras (with telephoto lens); camera tripods; camera control units; on-the-air master monitor; camera switching system; synchronizing generator; microwave relay equipment; associated power supplies; reels of cable—all carried in one special truck.

Why this preference for RCA field equipment among the majority of TV stations now in operation?

Because RCA TV Field Equipment has been worked out by television experts who know the business. All gear, for example, is completely portable and subdivided into small units for easy handling. All field cameras are equipped with 4-position turret lens and electronic view finders. There are complete switching facilities that help the operators deliver faster-moving shows. And there is a special truck that carries the equipment to location . . . with all the facilities required to run most of the equipment *right from the vehicle itself.* No wires needed to get the picture signals back to the station. High-efficiency microwave radio relay does it—airline!

. . .

Overlook none of the technical and economical advantages of correct initial station planning. Your RCA Television Specialist can help. Call him. Or write Dept. 19LD, RCA Engineering Products, Camden, New Jersey.

The One Equipment Source for Everything in **TV** *—is RCA*

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

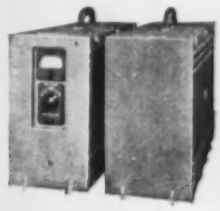
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

RCA Microwave Relay Transmitter TTR-1A. Transmits the picture signals from field to studio (or from studio to transmitter). It includes a parabolic antenna with hook-shaped wave guide, built-in transmitter, and remote control unit. Matching receiver unit at the station picks up the microwave relay signal.

RCA Field Camera Control TK-30A. For monitoring the picture and controlling its quality. Unit No. 1 includes one 7" picture monitor tube and one 3" oscilloscope (to observe video signal waveform). Unit No. 2 is the power supply.

RCA Field-Switching System TS-30A. Nerve center of TV field pick-up operations. Switches intercom circuits and picture signals between cameras and monitor. Unit No. 1 provides for video switching, sync signal insertion, and master monitor switching. Unit No. 2 is the power supply.



RCA Field Synchronizing Generator TG-10A. Produces timing pulses for TV field equipment. Unit No. 1 includes pulse-forming circuits, frequency-control circuits, and power supply. Unit No. 2 includes the pulse-shaping and output circuits.

FACTS ABOUT THE UTAH MARKET

Why Business is ALWAYS GOOD in UTAH...

DIVERSIFIED RESOURCES...

Only a few of Utah's basic resources are pictured above. In addition, there are such things as lead, zinc, silver; oil; non-metallic minerals in great variety; light metals; plastics—and they all add up to a sound, solid base for Utah's growing economy.

Utah people, producing, processing and transporting these materials, constitute a sizeable, able-to-buy market for your goods. Are you telling them your story adequately?

KDYL — Utah's *popular* station—and KDYL-W6XIS, telecasting to the Salt Lake City area — offer you *two-fold* opportunity.

KDYL
UTAH'S NBC STATION
AM-FM-TELEVISION

National Representative:
John Blair & Co.

TELEVISION VOCABULARY

NBC Publishes Its Glossary

IT'S no longer necessary to wrack your brain in search of a name for television equipment or production procedures.

NBC has published a glossary of television expressions which should substantially reduce the number of "things," "gadgets," "whatnots," and misnomers heard in television discussions.

A booklet, *Television Talk*, published by the network, defines working-day vocabularies of NBC television technical and production personnel.

The correct label for a television broadcast has been the subject of much discussion. It is termed a "telecast" in the NBC glossary. (This journal on Nov. 26, 1945 adopted the name BROADCASTING-TELECASTING.)

Other samples from the glossary are:

Abstract set—A setting without definite locale; purely decorative.

Animations—Mechanical devices which in various ways impart seeming movement to inanimate subjects.

Antenna—A radiator used in the transmission of radio frequencies.

Aspect ratio—Proportional relationship of the width of the picture to the height of the picture; in motion pictures and television 4 to 3.

Audio (adjective)—pertaining to the electronic transmission of sound.

Audio (noun)—Sound portion of television.

Background—Any material, set, drape, drop, etc. used behind actors or other foreground subjects.

Background projection — The projection of a scene on a translucent screen to be used as a background for a studio set.

Blizzard head—Any blonde.

Boom—A mechanical contrivance for suspending a microphone.

Brightness—The average overall brilliance of the television image.

Broads—Units or batteries of incandescent or fluorescent lamps.

Business — Incidental action or devices used to add atmosphere and interest to the main theme of a program.

Busy—Term used to describe a setting or background that is too elaborate or which contains excessively detailed ornamentation which obscures the movement of actors or detracts from the logical center of interest on a scene.

Camera or Cue light—Light on camera which is on when camera is on the air, otherwise off.

Cans — Telephone receivers or head-phones worn by personnel in the studio.

Carrier wave—The radio wave over which television impulses are sent. In television two waves are utilized, one for sight and one for sound.

Cartoon set—A drop or other background treated as a large line drawing suitable as a setting for some types of variety or educational programs or to create mood as in a fantasy.

Channel—A specific wave length; a band of frequencies for transmission.

Circulation — Potential audience in terms of families owning receivers; one family, regardless of the number of sets it owns, equals one unit of circulation.

Crowfoot — Three-legged device placed under tripod to prevent television cameras from slipping.

Dissolve—The momentary overlapping of an image produced by one camera with that of another and the gradual elimination of the first image.

Dolly—A perambulator or four-wheeled carriage for a camera.

Dolly in—To move in from far for close-up by means of a camera mounted on a perambulator.

Dolly out—Reverse process of dolly in.

Electron beam — A stream of electrons constrained and focused into the shape of a beam by external electro-static or magnetic fields (also called cathode-ray beam).

Electron gun—A system of metallic cylinders arranged in the narrow ends of both the camera and receiver tubes in which is formed the electron beam used for scanning the image before the television camera, and for reproducing it in the television receiver.

Fade in—To bring up the television image electronically so that it appears gradually.

Fade out—To black out television image electronically so that it disappears gradually.

Flag—A large sheet used to screen off light from cameras.

Frame frequency—The number of times per second the complete frame is scanned.

Free perspective—The deliberate falsification of normal perspective in the painting and/or construction of television (or stage) settings in order to achieve a (seemingly) greater depth or distance.

Freeze it—Term used to indicate that set designs and arrangements or positions of furnishings, dressings, etc., or other production facilities are approved and should be executed as planned.

Getaway—An offstage means of descent from raised flooring areas within a set. Also a passageway behind settings provided as a means of unobserved access to other settings or locations within the television studio.

Ghost—An unwanted secondary image of the transmitted picture appearing on the receiver kinescope caused by a reflection or sec-

(Continued on page 45)

50,000 watts

"Umbrella Coverage"—in all directions

Nation's third largest market

First in every Philadelphia listeners' survey ever made

CBS affiliate

Represented by WCAU Sales Staff in Philadelphia and New York... elsewhere by RADIO SALES

On WCAU you're in Philadelphia

→ AM

→ TV

→ FM

THE PHILADELPHIA BULLETIN STATIONS

5000 WATTS · DAY & NIGHT

Sells

● Consistently

● Profitably

Represented by
ROBERT
MEEKER
ASSOCIATES
NEW YORK • CHICAGO
SAN FRANCISCO • LOS ANGELES

A STEINMAN STATION

Feature of the Week

BANK personnel taking part in WHAM sponsor surprise include (l to r standing): William F. Drees, President Raymond N. Ball, Martha Mae McKane, Raymond E. Pierce, Herbert E. Spiegel, Roger F. Ebert. Seated: L. Graham Antis and Mr. Sisson.

EVERY morning for four and a half years WHAM Rochester's radio columnist, Al Sisson, has been booming his cheery "good morning" at listeners Monday through Friday at 7:30, and "dropping by, to pass the time of day, chat about the folks in the next block or down the road a piece."

One recent morning, however,

(Continued on page 55)

On All Accounts

ON A DAY in April of 1947, when the dread small-pox fight was at its climax in New York City, a crowd of 2,219 persons curled out of a building in Manhattan awaiting free vaccinations. The building wasn't a hospital, nor was it a clinic. It was a radio station!

Acting almost the instant the need for mass vaccinations became apparent, Fortune Pope, 30-year-old head of WHOM threw the entire facilities of the station behind an urgent plea to his listeners to appear at the studios for inoculation without charge. Thousands of persons heeded the public-spirited summons.

Mr. POPE

Though an isolated act in his two-year tenure as WHOM executive general manager and vice president, that incident is typical of the intelligence and enterprise that Mr. Pope has brought to his job. Under his egis, WHOM has risen to the status of one of the foremost foreign language outlets in the country.

Taking over the reigns of WHOM on Nov. 6, 1946, one of Mr. Pope's first executive decisions was to alter the indecisive program ratio of the station from 55% foreign and 45% English to 86% foreign with a minimal 15% English.

He infused a stream of new program ideas including a daily short-wave newscast direct from Rome, and special event coverage of holiday services and special parades.

He changed the overall style of programming from the usual uninspired program emphasis on recorded music to one featuring foreign facsimiles of successful English productions. Today the program content of the station ranges from a Mr. and Mrs. show (Casimir and Dolly Jarzebowski), to an Italian "Lone Ranger" series (Cavaliere della Giustizia).

Yet for all his program initiative, probably the most significant of Mr. Pope's accomplishments was in the field of administration where he was able to break the strangling grip which the time brokers had held on the station almost since its inception. Within 60 days after assuming management Mr. Pope had succeeded in cancelling every time brokerage contract on the ledger.

Born in West New York, New Jersey, on Jan. 6, 1918, the youthful Mr. Pope was educated at Columbia U., where he received his BA degree in 1939. During his school years he joined *Il Progresso*, an Italian

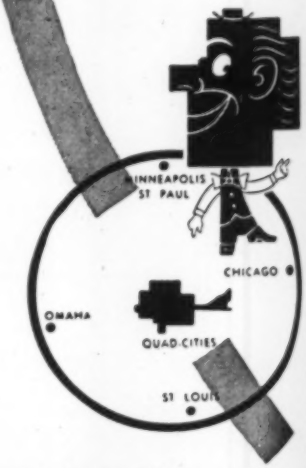
(Continued on page 62)

WOC

6

FIRST
in the
QUAD Cities
The 40th retail market
DAVENPORT
ROCK ISLAND
MOLINE
EAST MOLINE

"WOC had the FIRST multiple microphone fader panel."



WOC
AM 5,000 W., 1420 Kc.
FM 47 Kw., 103.7 Mc.
TV C.P. 22.9 Kw. visual and aural Channel 5

BASIC NBC Affiliate
DAVENPORT, IOWA
National Representatives
Free & Peters, Inc.

SPEAKING of GOOD LISTENERS...

The homes reached by WGN* averaged more than 5 hours a week listening to WGN programs.

That is more listening than Nielsen Radio Index reported for the same period the year before. We can't put our finger on the exact reason — perhaps WGN programs are better — maybe midwesterners found more programs to their liking on WGN — or perhaps our audience just loves WGN more this year.

Whatever the reason, only one thing is important to our advertisers:

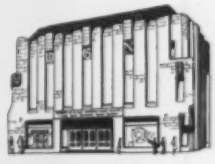
WGN LISTENERS ARE LISTENING MORE!

*Nielsen 1948 Coverage Report

A Clear Channel Station...
Serving the Middle West

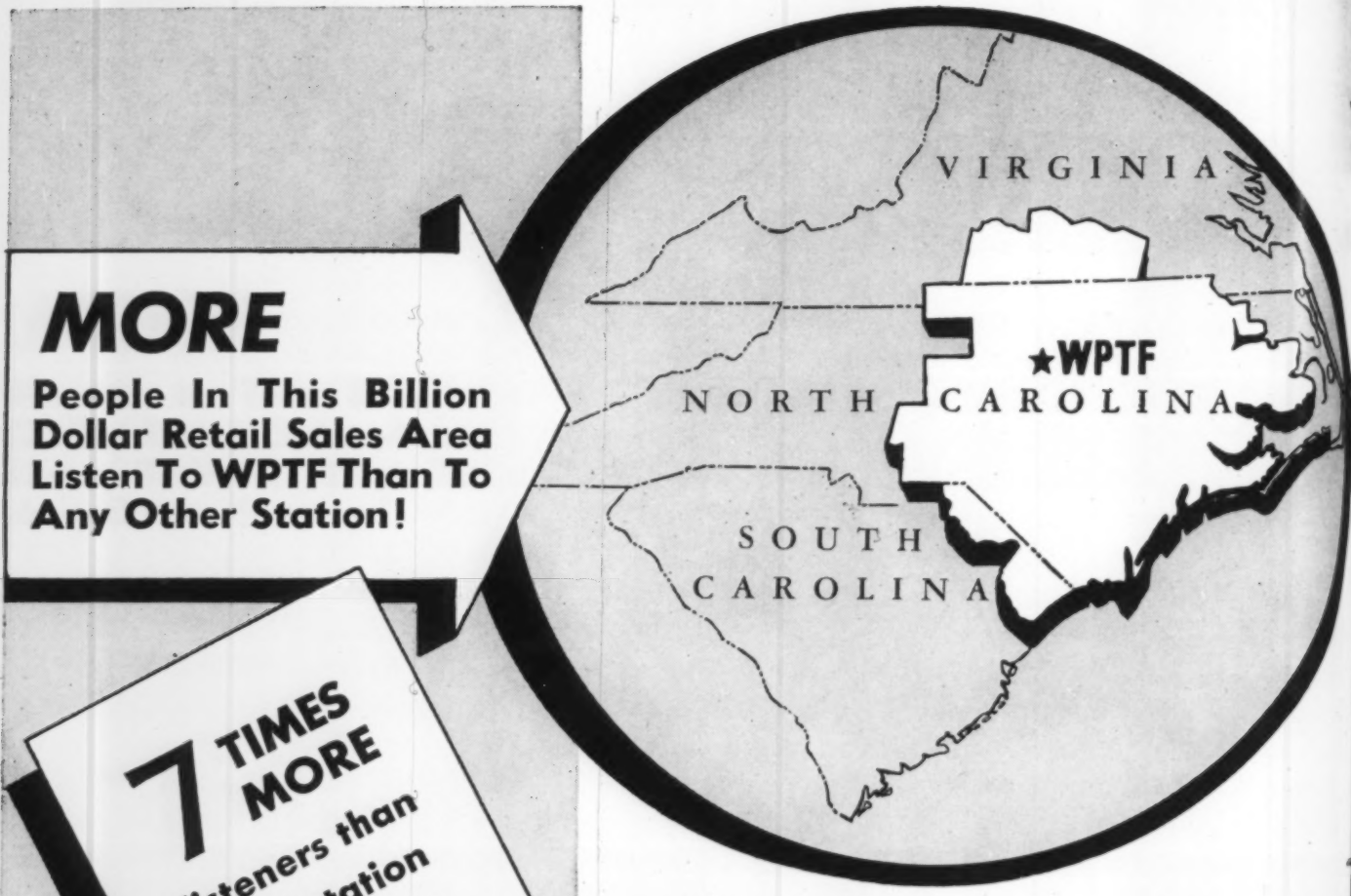
WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4



MORE

People In This Billion Dollar Retail Sales Area Listen To WPTF Than To Any Other Station!

7 TIMES MORE listeners than next station in evening

9 TIMES MORE listeners than next station in daytime

8 TIMES MORE listeners than next station for entire week

WPTF dominates all competition at all times. That's the report of the 1948 LISTENER DIARY STUDY. Conducted by Audience Surveys, Inc. in WPTF's 62 counties with 50% or better, day and night, BMB coverage.

The LISTENER DIARY STUDY shows detailed radio habits of this billion dollar plus retail sales market, including: Sets-in-use. Station ratings. Share of audience flow. Audience composition by quarter hours. Get your copy from WPTF or Free & Peters.

More proof that WPTF is the Number One Salesman In North Carolina, The South's Number One State

50,000 WATTS 680 KC. NBC AFFILIATE

WPTF

RALEIGH, N. C.

NATIONAL REPRESENTATIVE **FREE & PETERS, INC.**

BROADCASTING
TELECASTING

Vol. 35, No. 26 WASHINGTON, D. C., DECEMBER 27, 1948 $7.00 A YEAR—25c A COPY

1949?

Yearend Roundup

Biggest in Radio's History, Say Experts

THE YEAR 1949 promises to be the best in the history of broadcasting, maintaining the industry's 28-year upward trend.

This forecast represents the majority opinion of leading figures, including spokesmen for the main segments of the industry—stations, networks, agencies, advertisers, trade associations, representatives, service companies, manufacturers, attorneys and engineers.

Boiling down their observations and predictions, 1949 looms as a record year despite persistent fears that business and industry in general may run into trouble before another 12-month period has passed into history.

At the same time 1949 will be perhaps the most critical in the history of sound and visual broadcasting. Many key decisions by the FCC will chart in large part the course AM, FM and TV will take.

Similarity in Predictions

Though each industry segment was separately surveyed by BROADCASTING during the last fortnight, the predications show an amazing similarity. The pessimists are in a distinct minority. On the other hand, many of those who assumed the role of seer supplemented their predictions with warnings.

These warnings cover such subjects as the advance in station operating costs; the need of better competitive selling by sound radio; possibility that TV will be built out of revenues that once belonged to AM; danger of a business slump, based on trouble signs in most of the business indices; fear that the third NARBA treaty conference next summer will cripple the broadcast band; concern over AM program standards.

Offsetting these ominous portents are the unexpected agreements among advertisers and agencies that they will spend more money in radio than ever before. The increases, aside from special cases, are not large but they are increases just the same.

In a nutshell, industry segments feel this way about 1949:

ADVERTISERS—Present radio budgets will be maintained with some planning increases; none to cut AM budgets; many to enter TV, with half of present TV users planning increases. (See this page.)

AGENCIES—Three-fourths may increase radio budgets at least slightly, with some planning cuts; three-fourths plan to buy TV; a few plan to use FM; half of those increasing radio funds not to increase other media accordingly. (See page 23.)

BROADCASTERS — Optimistic over sales prospects but deeply concerned over operating costs; see need for aggressive selling job; many worried about effect of TV on AM sales. (See page 22.)

ASSOCIATIONS—Expect better business for AM, FM and TV, with meteoric TV expansion; fear retarding effect of freeze on stations and manufacturers. (See page 26.)

LAWYERS AND ENGINEERS—Believe year will be most critical in industry's history because of pending FCC decisions; many see AM as basic broadcast medium for some time, supporting FM and TV; fear NARBA may deplete U. S. broadcast band. (Complete cross section and analysis will appear in BROADCASTING, Jan. 3)

TRANSCRIPTIONS—Nearly all executives optimistic over radio time sales as well as own business operations despite soaring costs. (See page 28.)

REPRESENTATIVES—Generally foresee increase in time sales on all levels; feel AM offers greatest promise, with no change in FM; all expect increased costs. (See page 27.)

FCC—Chairman Coy says extremely important policy questions will be decided in 1949, making heavy demands on Commission judgment as well as vision and courage of broadcasters. (See page 25.)

CONGRESS — Some sentiment expressed for examination of Communications Act to see if it should be amended. (See page 25.)

UNIONS—Relations with management relatively tranquil; drives foreseen for TV employes, organization of station workers, shorter hours, higher scales and better working conditions. (See page 24.)

The one note of uncertainty that persists throughout the forecasts of station, network, association and service groups centers around rising operating costs. AM stations, for example, hope for increased time sales during the year but are haunted by the cost figures shown on their 1948 books. For some time costs have been increasing faster than sales, a situation that finds management scanning every item in an effort to avoid the anomaly of red ink despite record time sales.

Summed up, the year looks like a good one at this point but management will face severe operating problems.

ADVERTISERS

Yearend Roundup

Present Levels to Hold, Some to Go Up

MAJOR national advertisers in most cases will maintain their present level of radio expenditures in 1949, judging by results of a cross-section study.

In nearly a fourth of the cases analyzed by BROADCASTING, radio expenditures will be increased next year.

On the other hand nearly half of the advertisers using television plan to increase their expenditures in the visual medium. The other half will use at least the same amount of TV in 1949. In none of the cases reviewed will there be any slicing of TV budgets. Many non-TV users are investigating the medium and can be expected to make their video debuts during the coming year.

Oft-expressed fears that television's allure would win advertiser converts who would finance TV costs out of AM budgets are not borne out by this survey of broadcast users. In no case did a sponsor report that TV funds would be extracted from AM campaigns. On the other hand, the study does not affirmatively show that AM will not suffer as a result of TV advertising, since most sponsors did not discuss the matter.

Optimistic for Year

Most radio advertisers are optimistic on business prospects during the coming year. Not a single sponsor indicated intent to cut total advertising budgets in 1949, nor did any company say it would reduce its radio expenditures.

The hopeful business outlook by these advertisers, all of whom are important elements in the business and advertising world, does not support occasional fears that 1949 will see a tightening of consumer belts and a lessened demand for consumer goods. This difference was ascribed by some observers to a feeling of confidence in the ability of advertising products to resist any slackening of consumer demand better than most non-advertised goods.

Bristol-Myers Co., heavy user of media in promoting its widely sold line of pharmaceuticals and cosmetics, will continue 1948 programming, according to Robert B. Brown, vice president. The company will continue its television campaign, built around the simultaneous AM-TV *Break the Bank* activity.

Mr. Brown

General Mills likely will make some "modest" TV expenditures in 1949, according to Lowry H. Crites, director of media. "At present we do not foresee any change, up or down, in our radio advertising plans. General Mills will unquestionably make some modest television expenditures which in all probability will be charged to an experimental fund maintained for this purpose. Therefore in all probability TV expenditures will not result in a curtailment of other media."

Mr. Crites

Pillsbury Mills, on the other hand, is planning to double its

(Continued on page 44)

STATION OUTLOOK

Aggressive Selling Needed

THE GENERAL outlook of station executives for radio in 1949 is good. It is not a rose-colored-glasses "good," however, and most of the replies to BROADCASTING'S questionnaire on prospects for the new year indicate a more aggressive selling job is going to be needed for stations to increase their revenue.

In expressing his views for 1949, J. E. Van Ness, sales manager of the Wisconsin Network, reflected the mood of many radio executives:

Mr. Van Ness

"Most advertisers will be particular in 1949 as to how their advertising dollars are spent. Radio must tell a strong story and offer good radio ideas that are designed to fit the special needs of advertisers.

"Advertisers will buy advertising on radio to support their sales organizations and their distributive patterns. If radio can offer a good program idea and deliver an audience in the area where the advertiser sells his product or service, radio will get its share of the advertising dollar."

AM to Hold Its Own

Examination of replies to BROADCASTING'S questionnaire revealed that 55% of the broadcasters think AM revenue will be up next year. But a substantial percentage, 31.66, believe AM will show a decline in 1949. The remainder, 13.33%, expect no change.

Maj. Ridge

One of those optimistic about AM's future is Maj. Edney Ridge, WBIG Greensboro, N. C. The future looks very bright, he says, "despite propaganda of TV and FM." And he adds: "No radio station with an established clientele that continues to improve its audiences need have any fears for '49 or the years to come. Nothing can ever take the place of our present radio system."

In almost every instance, comment on AM's future was coupled with remarks on the effects TV and FM will have on it. William Fay, vice president in charge of broadcasting for the Stromberg-Carlson Co., which operates AM and FM stations in Rochester, N. Y. (WHAM and WHFM), and plans to launch its TV outlet, WHTM, in June, says he is not one of those who believes TV will eliminate AM in the near future. He explains this view as follows:

Mr. Fay

"There is a vast audience established, especially on the larger coverage stations, which will continue to want aural service 18 hours per and which in many localities cannot receive TV signals. Advertisers know this and will continue to use AM stations even after TV stations are established in metropolitan areas."

Leon Levy, head of another triple operation, WCAU, WCAU-FM and WCAU-TV Philadelphia, indicates he expects smaller overall AM revenue in 1949 but says that "in spite of the inroads of television, AM business will be good."

Mr. Levy

Drawn for BROADCASTING by Sid Hix

"I'm going over to station WOF under a capital gains contract."

Walter J. Damm, general manager of the *Milwaukee Journal*'s AM-FM-TV combination in Milwaukee, WTMJ, WTMJ-FM and WTMJ-TV, similarly is not worried about AM's future. He predicts a bigger revenue year overall for AM. He says "every indication points to general business prospects in the Milwaukee area as being substantially better than 1948, and we expect to feel the benefits in both AM and TV."

Mr. Damm

Speaking for the Westinghouse Radio Stations, the group's general manager, J. B. Conley, said: "All signs indicate that 1949 will be a critical year for broadcasting. Television will continue its phenomenal growth although its pace will not be much accelerated during the year. Audiences will become increasingly critical . . . and advertisers, taking their cues from more selective consumer buying, will place accounts with even greater care than usual.

Mr. Conley

"I am confident that sound planning and aggressive management will pay off again in 1949 . . ."

West Coast Outlook

On the West Coast, Ward D. Ingrim, director of advertising for Don Lee Broadcasting System, feels that a "continued increase in the population of the Pacific Coast should be reflected in increased broadcasting time sales for Don Lee in 1949 . . . Although national retail business is and may continue

(Continued on page 50)

New Year, New Problems, New Business . . . AN EDITORIAL

THOUGH signs are apparent, especially in the retail field, that the peak days of easy selling may be nearing an end, there is no immediate indication that advertisers, agencies or broadcasters are afraid of the approaching new year.

Quite to the contrary, most of them break out into confident optimism as they contemplate the coming 12 months, according to an extensive roundup of key industry facets by BROADCASTING.

A minor note of fear and caution is apparent in many forecasts of 1949 broadcasting business, but it is subordinate to the general feeling that total broadcast revenues will reach a new all-time high.

Contrary to the frequently voiced opinion in broadcasting and advertising circles alike, there are few who now predict that money spent on the zooming television medium will be extracted from AM or even from printed media. Even so, many broadcasters are fearful that TV will cut deeply into AM time sales though agencies and advertisers show no intention of reducing overall AM campaigns.

Whether fears of a general dip in business and industry levels are justified or merely based on the caution inherent in conservative management, there is a definite indication that the battle of media will become even more intense during the coming year if corporate costs and media rates continue to mount.

Sound radio in its relatively brief history has consistently garnered a larger slice of the advertising dollar each year. At this point, however, the competition of media enters a transition as virtually all media find advertisers enthralled by the appeal of television.

To hold its own, sound radio must tell its story effectively and often. It must heed the oft-voiced suggestion of time-buyers that the presentations of radio salesmen frequently are pathetic alongside those of other media.

The All-Radio Presentation promises to be an effective weapon on the national level and its local possibilities are even more promising. But the presentation must be supported by spirited and logical selling all 365 days of the year.

So there's a year of shirt-sleeve selling ahead for all of radio. We have no doubt that the radio media—*sound* radio, plus TV—will break all revenue records. But each segment, in its own sphere, must see to it that the sales figures continue onward and upward. That has been the direction radio has taken from the beginning.

AGENCIES

Yearend Roundup

78% Will Spend More in '49

BROADCASTERS may look to 1949 as a year of continuing growth in time sales.

That was the forecast of an impressive majority of advertising agency officials surveyed by BROADCASTING last week.

Probably the second most notable feature of the survey was the preponderant belief in the growth of television as an advertising medium during the new year.

Approximately 78% of the responding agencies said they will spend more on radio advertising next year than they have in 1948; about 12½% expected to spend less, and 9½% anticipated no material change.

Estimates of increased radio appropriations ranged up to 60% gains in individual cases, averaging about 21% over 1948 expenditures. Among agencies expecting to cut their radio budgets, the estimated reduction ranged from 5 to 25% and averaged about 15% below their 1948 total.

Agencies which anticipated increased radio use were divided about half between those who expected to increase all other media proportionately and those who did not, with some saying all increases would be in approximately the same proportion.

Enthusiasm for television was almost unanimous in areas having established stations, particularly New York, Chicago and Philadelphia. Throughout the country, around 80% of the responding agencies expected to use video—in amounts ranging from "experimental" up to 25% of total radio budgets, and averaging about 10% of the radio budget.

Relatively few, on the other hand, expected to use FM extensively except, as one official put it, as a "bonus measure."

Typical comments included the following, on an area basis:

New York

J. H. S. Ellis, president of Kudner Agency, felt that "as we move into an area where shortages are satisfied, it is reasonable to expect that good advertising and honest manufacturing will pay off. That is another way of saying that when people have a choice, they will buy the best made and best known products. Many of our clients are operating on this basis, and for this reason the outlook for our own business in 1949 is excellent."

Mr. Ellis

Nick Keesely, manager of radio and television department of Lennen & Mitchell, considered general business prospects "very encouraging" and said his agency anticipates "great increase in activity" both in spot and national network business. "Interest in television is particularly high," he declared.

Mr. Keesely

Leonard Erikson, vice president and radio director of Kenyon & Eckhardt, felt "all indications" point to "an excellent year" in 1949. "Although video activity will be up," he said, "undoubtedly our greatest effort will be expended in network radio. It is entirely possible that better radio shows will do much to counteract the defeatest attitude prevalent in so many quarters."

Mr. Erikson

President William H. Weintraub of the William H. Weintraub Co. regarded it as "difficult always and usually unwise" to attempt to predict business conditions, but felt that "confidence is a most important factor." His agency, he said, "has full confidence in the future" and "faces the new year with confidence and with hope that we can succeed in ever increasing our services to American business."

Willson M. Tuttle, vice president and co-director of radio of Ruthrauff & Ryan, felt that "all indications are that 1949 will continue on the present high level for advertising expenditures."

James E. Hanna, vice president of N. W. Ayer & Son, said the agency expects "no general business recession" but anticipates "increased business competition and further development of a buyer's market." This, he said, "should mean increased advertising activity all along the line," and "radio should get its share in both network and spot. If you want our guess," he added, "television will develop faster than indicated by any figures published so far."

Guy Richards, vice president and director of media of Compton Adv., said that "so far as I can see, and we can't see very far, '49 should be nearly as good a year as '48. What may be done in matters of taxation and what Federal policies affecting business may obtain next year," he added, "can have a substantial bearing on business prosperity."

EXECUTIVES LOOKING INTO 1949'S PROSPECTS

Abrams, Stanly M., Emerson	44
Alber, R. H., R. H. Alber Co.	48
Asch, Leonard, WBCA-FM	50
Avery, Lewis H., Lewis H. Avery Inc.	27
Bailey, Bill, FMA	34
Bailey, Joseph W., Associated	28
Baker, Dr. Kennth H., NAB	26
Barns, Clark, Burn-Smith Co.	30
Barton, Dewey, AGVA	40
Belding, Don, Foote, Cone & Belding	48
Bender, William, ACA	40
Bernstein, Fred, Forjoe & Co.	27
Blink, Milt, Standard Radio	45
Bolas, George, Latham-Laird	48
Bow, Frank T.	25
Brimm, Frank D., Katz Agency	30
Brailes, Rowland, Rowland Brailes Co.	49
Brown, Kenyon, KWFT	50
Brown, Robert B., Bristol-Myers Co.	21
Byles, W. D., Young & Rubicam Ltd.	49
Budd, R. M., Campbell Soup Co.	44
Carlson, Milton, Western Adv.	48
Carr, Dann, Guild Radio Features	45
Coe, Robert L., WPIX (TV)	51
Coleman, Charles, Buchanan & Co.	48
Conley, J. B., WRS	22
Cottington, C. H., Erwin, Wasey & Co.	48
Coveny, Carleton, John Blair & Co.	30
Coy, Wayne, FCC	25
Craig, Ken, McCann-Erickson	48
Crites, Lowry, General Mills	21
Cutchins, W. S., Brown & Williamson	44
Damm, Walter J., Journal Co.	22
Davidson, Walter, Capitol Transcriptions	28
Dieter, H. F., Foote, Cone & Belding	23
Dillard, Everett, WASH (FM)	50
Dumont, Earle J. Jr.	48
Eells, Bruce, Bruce Eells & Assoc.	28
Ellis, J. H. S., Kudner Agency	23
Erikson, Leonard, Kenyon & Eckhardt	23
Evans, Joe, Free & Peters	30
Everett, Max M., Everett-McKinney Inc.	27
Fay, William, Stromberg-Carlson	22
Fenwick, David R., Abbott Kimball Co.	48
Friedheim, Robert W., NBC	28
Gale, John D., Paul H. Raymer Co.	30
Gedde , Bond, RMA	26
Goldman, Simon, WJTN	51
Gordon, James E., WNOE	52
Gray, Gordon, WIP	51
Green, Ben, Arthur Meyerhoff	48
Hanna, James E., N. W. Ayer & Son	23
Harre, Arthur F., WJJD	50
Harris, Jack, KPRC	51
Hatchett, H. H., John E. Pearson Co.	27
Hausberg, William, Lehn & Fink	44
Hause, D. B., Armour & Co.	44
Headley, Frank M., Headley-Reed Co.	27
Hibbard, C. J., Pet Milk Sales Corp.	44
Hillman, David S., Hillman Inc.	48
Hitchings, Robert, John H. Perry Assoc.	27
Hixson, Robert M., Hixson & Jorgensen	49
Holland, Art, Malcolm-Howard	48
Hollingbery, Geo. P., Geo. P. Hollingbery Co.	30
Holman, Hal, Hal Holman Co.	30
Holzer, Lou, Lockwood-Shackelford	48
Hunter, Bill, Hunter Adv.	48
Ingrim, Ward D., Don Lee	22
Jones, Franklin, Gray & Rogers	49
Joseloff, Stanley, Storecast	27
Keeseley, Nick, Lennen & Mitchell	23
Klein, Philip, Philip Klein Adv.	49
Klein, William, United Broadcasting Co.	45
Kelly, John H., Emerson Drug Co.	44
Kesner, Robert T., Coca Cola Co.	44
King, Gerald, Standard Radio	28
Kobak, Edgar, MBS	24
Krantz, Carl F., Teleways	45
Krasner, Lawrence B., Forjoe & Co.	30
Langlois, C. O., Lewis G. Cowan Inc.	28
Levy, Leon, WCAU	22
Lindley, Harold, Headley-Reed Co.	30
Mann, Monty, Tracy-Lock Co.	49
Meeker, R. D. C., Robert Meeker Assoc.	27
Messer, R. E., Robert F. Dennis Inc.	43
McCormick, James C, The Mayers Co.	48
McCullough, Clair R., WGAL	52
McGrath, Sen. Howard	45
Mitchell, Maurice B., NAB	34
Moreland, Frank G., W. S. Grant Inc.	30
Moreland, R. B., Grant Adv.	49
Mulligan, Mark L., BBDO	48
Murphy, Frank C., Geare-Marston Inc.	49
North, John, Radio Representatives	30
Norton, John H. Jr., ABC	47
Park, Daniel C., WIRE	51
Parks, James, Broadcasters Guild	28
Paschall, Benton, Western Radio Adv.	30
Patt, John F., WGAR	51
Pearson, John, John E. Pearson Co.	30
Pellegrin, Frank E., Transit Radio	28
Peristein, Nate, Pabst Sales Co.	44
Philpott, G. M., Ralston Purina Co.	44
Piggot, R. J., Groves Labs	44
Platt, John H., Kraft Foods Co.	44
Plough, Abe, Plough Inc.	44
Pappele, J. R., TBA	34
Priest, Rep. J. Percy	45
Raymer, Paul H., Paul H. Raymer Co.	27
Richards, Guy, Compton Adv.	23
Ridge, Maj. Edney, WBIG	22
Rivers, John M., WSCS	50
Rorke, Hal, J. Walter Thompson Co.	23
Ross, Edward B., Ross, Gardner & White	48
Rudolph, F. J., C. P. MacGregor Co.	45
Samuels, Frank, ABC	47
Sarnoff, David, RCA	26
Scott, Clyde, KECA	47
Shafto, G. Richard, WIS	50
Showerman, I. E., NBC	47
Sinn, John, Frederic W. Ziv Co.	28
Slatter, Jack, Radio Representatives Ltd.	30
Smith, Howard N., Rogers & Smith	49
Smullin, William B., KIEM	51
Spencer, F. E. Jr., George P. Hollingbery Co.	27
Stanton, Frank, CBS	24
Stewart, Phil, Rocke, Williams & Cleary	23
Stratz, Sidney N., NBC	47
Swartwood, H. M., Kaiser-Frazer Corp.	44
Temple, Robert C., Raymond R. Morgan Co.	48
Testut, Richard S., Associated	28
Thompson, H. S., Miles Labs	44
Thornburgh, Donald W., CBS	47
Timlin, Joseph F., The Branham Co.	27
Toothill, John, Burn-Smith Co.	30
Trammell, Niles, NBC	24
Tuttle, Willson M., Ruthrauff & Ryan	23
Van Ness, J. E., Wisc. Network	22
Van Volkenburg, J. L., WCBS-TV	51
Walker, Robert W., Robert W. Walker Co.	30
Walker, Wythe Walker Co.	27
Walsh, Richard, IATSE	40
Weed, Joseph J., Weed & Co.	27
Weiser, John H., Ruthrauff & Ryan	48
Welsh, Bill, Allied Adv. Agencies	48
Weintraub, Wm. H., Wm. H. Weintraub Co.	23
Wheeler, Edward A., WEAW	50
Williams, Wayne, Universal	45
Willard, A. D. Jr., NAB	26
Wise, Harry H. Jr., Geo. P. Hollingbery	30
Woodruff, J. W. (Jr.), WRBL	51
Woods, Mark, ABC	24
Wright, William, William Wright Co.	30
Young, Adam J. Jr.	27

BROADCASTING-Telecasting Jan. 3 issue will include a roundup of 1949 forecasts by members of the FCC Bar Association and leading Washington radio engineers.

Chicago

Almost without exception, agencies reporting from Chicago predicted increased radio billings, and all emphasized the growth of television.

Mr. Stewart

Phil Stewart, radio director of Roche, Williams & Cleary, said his "optimism is predicated on the feeling there will be a strong return in 1949 to the need for advertising." He predicted "from 2 to 5% of our total advertising will be television, and it will become heavier toward the end of the year."

Mr. Rorke

Hal Rorke, radio director of J. Walter Thompson, expected his firm to have "a little more radio advertising" in 1949, probably an increase in national spot, continued use of network billings by most clients, and local business on approximately the 1948 scale. "We will expand into video, because television makes a much more complete sale," he said.

H. F. Dieter, manager of the Foote, Cone & Belding radio and television department, said some clients plan to increase their radio

(Continued on page 48)

Mr. TRAMMELL

Mr. KOBAK

Mr. STANTON

Mr. WOODS

NETWORK BILLINGS

Yearend Roundup

'48 Highest in History

DESPITE the sudden burgeoning of television and its attendant interjection of confusion into broadcasting operations, the four major networks stand to reach gross billings of nearly $200 million in 1948, it was estimated last week.

The billings will be the highest in network history—and, unanimously the four network presidents expect them to be even higher next year.

A comparison of 1948 and 1947 gross billings of the four nation chains:

	1948	1947
ABC	$44,301,700*	$43,548,057*
CBS	$61,550,000	$59,250,964
MBS	$23,400,000	$22,372,711
NBC	$69,270,000	$65,756,517
TOTAL	$198,521,700	$190,928,249

If the optimistic forecasts of network chiefs prove out, total network billings will surpass $200 million in 1949.

Said Mark Woods, ABC president: "This general upward trend in radio business will undoubtedly be continued in 1949, for, despite the significant advances of television in 1948 and scheduled for the year ahead, radio will remain in the new year as the leading mass circulation medium."

Frank Stanton, CBS president, said of the outlook: "So far as CBS is concerned, the past year has been one of significant advance and 1949 promises to better that record."

Edgar Kobak, MBS president, was hopeful: "The Mutual Broadcasting System views the approaching year with optimism."

Said Niles Trammell, NBC president: "The National Broadcasting Co., having concluded its most successful year in 1948, looks forward with confidence to the exciting challenge which 1949 will bring to it and the industry at large."

So far as billings are concerned, the record for 1948 and promises of 1949 indicated on the surface a peaceful, orderly progression.

The figures, however, did not tell the more dramatic story of internetwork rivalries which reached unprecedented intensity by the end of 1948.

Program Competition

In the last quarter of the year, a program competition — sparked not only by the development of network radio but also by the imminent demand of television—resulted in the capture by CBS of two top NBC programs and portended a general revitalization of radio and television show business.

In the first utilization of capital gains outright purchases of talent, CBS bought Amos 'n' Andy and Jack Benny at outlays of a reported $2 million each, and took them with their sponsors into its fold. At year's end CBS was still making furious passes at other NBC comedy stars like Fibber McGee & Molly and Red Skelton.

Meanwhile, Edgar Bergen articulated what many another radio luminary had felt but hesitated to say when he announced he would retire from broadcasting until the effects of television development became more clear. Fred Allen, an NBC standby, also reported he would quit radio at the end of his present season, and there was reason to believe he meant what he said.

The assured departure of three of its top shows and the possible decampment of others encouraged NBC to an unusual activity in its program department. NBC executives, mindful that there were programming holes to fill, intended to fill them with what it hoped would be shows that could easily make the adaptation from radio to television.

The first talent to be hired by NBC was the comedy team of Dean Martin and Jerry Lewis, veterans of the night club circuits but comparatively untried in radio or television.

As a logical outgrowth of the talent tug-of-war, the networks were expected to invigorate their facilities development.

At year's end, CBS announced it had acquired KFRE Fresno, which goes to 50 kw in February (see earlier story page 31) and it

(Continued on page 46)

* ABC figures for 1948 and 1947 gross billings are the network's own calculations. The 1947 figures for other networks are supplied by Publishers Information Bureau. The 1948 estimates for CBS, MBS and NBC are projected by BROADCASTING from figures supplied by Publishers Information Bureau covering the first 11 months of 1948. The 1948 projections for CBS, MBS and NBC may be lower than the true gross billings recorded at the end of the year, owing to the fact that December is commonly a month of high bilings.

LABOR

Yearend Roundup

Video May Be '49 Problem Child

A YEAR-END roundup of unions in the radio field indicated that labor will have many problems to settle in 1949 and that station operators will be intimately concerned with some of them.

Management, a check of unions in the radio field showed, can expect:

- A jockeying among unions for television employes.
- New organizational drives by most unions.
- A drive in at least one union for a 35-hour week.
- Efforts to obtain higher scales and "improve working conditions."

Despite these problems, the labor situation in radio appeared more tranquil than for some time.

In the closing days of 1948, the American Federation of Musicians ban on recordings and transcriptions, which went into effect Dec. 31, 1947, was lifted [BROADCASTING, Dec. 27, 20]. As for networks, the last AFM pact with them was dated March 18 and will run for three years.

The AFM vis-a-vis television was the thorniest music problem of most immediate concern, but James C. Petrillo, AFM president, publicly had expressed eagerness to reach a settlement in this field. It seemed likely that 1949 would be the year when pay scales for AFM musicians would be settled for both telecasts and for films intended for telecasting.

Of less immediate concern in the music picture, but a disquieting note, was the avowed, long-range intention of AFM to seek revision of copyright laws so that revenue might somehow go to musicians from the playing of records by disc jockeys. It was thought likely 1949 will see some efforts made in this direction by the AFM.

From radio labor's standpoint, perhaps the biggest problem in 1949 would be television. It is probable that the main outlines of the bounds among unions in this field will be more than roughly marked off in the coming year.

Talent, one of the segments of labor in television, was already at year's end hotly concerned with video jurisdiction. The lead in this direction was taken by American Federation of Radio Artists at its convention last summer, when it resolved to effect a merger with other talent unions in this field.

At year's end, a merger between

(Continued on page 40)

'49 FCC 'POLICY' YEAR

Yearend Roundup

Many Issues Wait Action

THE NEW YEAR looms as a major "policy" year for the FCC.

The Commission enters it facing some of the toughest policy decisions it has ever confronted, as FCC Chairman Wayne Coy noted in a yearend summary and new year prospectus prepared for BROADCASTING.

Mr. Coy

Among the greatest of these policy issues is the Hydra-headed problem involving television.

A change in the nature of the Commission's workload—resulting from a slackening of the pace of new-station applications, leaving more time to be devoted to overall policy matters — became evident during 1948.

Dip in Authorizations

The closing year saw a sharp dip in new authorizations. Deletions attributed for the most part to tightening economic conditions left FM with a net loss—fewer total authorizations now than a year ago—and AM's net gain was less than half the 1947 figure.

But TV grants were up, the number of operating stations in all three classes increased almost 40%, and there are 150 more AM, FM, and TV applications pending now than there were at the start of the year.

In his statement Chairman Coy declared:

"Most notable fact in American broadcasting during the past year was the continued expansion of facilities. More than 300 AM stations, more than 300 FM stations, and more than 30 TV stations went on the air, so that at the year's end, the nation is equipped with approximately 1,850 AM, 700 FM, and 50 TV stations. With some 275 AM, 300 FM, and 75 TV stations under construction, and with some 500 AM, 90 FM, and 300 TV applications pending, another banner year in radio station construction lies ahead.

Controversial Questions

"Looming large on the new year's agenda are some of the most important, most controversial policy questions that the Commission has ever been called upon to resolve. These include the television allocations, Mayflower, lottery, clear channel, and network spot representation questions.

"There is no doubt that the dynamics of broadcasting will continue to make unsparing demands upon the energy and the judgment of the Commission during 1949. It is equally apparent that the evolution of broadcasting during the coming year will make heavy demands upon the vision, the alertness, and the courage of the broadcasting fraternity.

"Let us hope that all of us will somehow find the resources within ourselves to meet the known and the unknown responsibilities that the next 12 months will bring. Let us hope that we will have the capacity to make our broadcasting system progressively responsive to the changing social, economic, and cultural needs of the American people."

Unofficial figures prepared from FCC records showed these January - December comparisons on grants, operating stations, and applications in each of the three broadcast classes (figures on operating stations include those licensed and those on the air under special temporary authority):

AM

Jan. 1, 1948—1,518 licensed and operating; 450 construction permits outstanding; 637 applications pending, of which 374 were in hearing.

Dec. 16, 1948—1,908 operating; 1,850 licensed; 273 CPs; 524 applications, of which 283 were in hearing.

FM

Jan. 1, 1948—370 operating; 84 licensed; 222 conditional grants outstanding; 745 CPs; 58 applications, of which 54 were in hearing.

Dec. 16, 1948—694 operating; 199 licensed; 723 CPs and 50 CGs; 86 applications, of which 31 were in hearing.

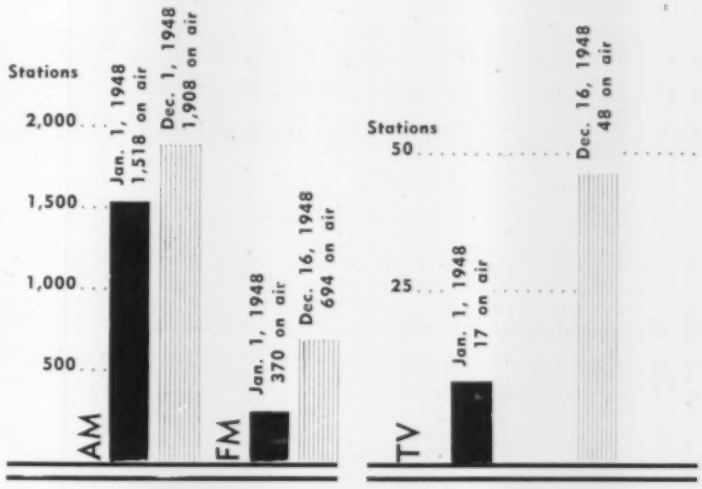
TV

Jan. 1, 1948—17 operating; 6 licensed; 66 CPs; 67 applications, of which 33 were in hearing.

Dec. 16, 1948—48 operating; 7 licensed; 116 CPs; 311 applications, of which 182 were in hearing.

Stiffening economic conditions took an unprecedented toll, with approximately 175 permit holders —and in a few cases licensees— turning in their authorizations. FM was hardest hit; there the total approximated 125, compared to 36 in 1947. In AM there were about 50, while in TV there were 2. The totals included 5 AM stations that were on the air, and 2 operating FM stations.

Growth of Stations in 1948



Ownership Changes

More than 100 transfers of control and assignments of license, all involving changes in the ownership lineup, were approved during the year.

In addition, approximately 100 applications are now pending, but no breakdown was available distinguishing those involving ownership changes or realignments from those in which the ownership remains unchanged. Ownership changes in about 80 stations were approved in 1947.

On the policy front, the most formidable problem facing the Commission in 1949 is the television situation.

At a time when the demand already was far out-running the supply of channels, questions of tropospheric interference and cor-

(Continued on page 42)

CAPITOL HILL

Yearend Roundup

Revise or Overhaul Act?

THE ADVISABILITY of revising the 15-year-old Communications Act to bring it apace with modern trends and dissolve controversies over interpretations will undoubtedly be weighed by the 81st Congress after it convenes Jan. 3.

At year's end there was considerable sentiment for such action. Some legislators favored improving the statute; others were for a complete overhaul.

Rep. Forest A. Harness, a Republican defeated for reelection in Indiana's fifth district, called for a complete overhaul.

Necessary to Revise

Congressman Harness, who was a member of the House Interstate and Foreign Commerce Committee and chairman of the House Select Committee to Investigate the FCC, maintains it is "absolutely necessary that we revise the entire communications act in light of our experience and the Commission's experience since the act's inception."

Frank T. Bow, general counsel of the House Select Committee, which held hearings on the FCC's Port Huron and Scott Decisions, thinks Congress should specify what control the Commission should have over program content.

Mr. Bow

Rep. Harness

"There should be a continuation of the investigation with a view to rewriting the Communications Act to meet the modern trends of radio and communications," Mr. Bow insisted.

"I think," Mr. Bow continued, "Congress should spell out what controls, if any, the Commission should have over program content. There should be immediate legislation to prevent the further encroachment of government into competition with private broadcasters and other communications industries."

Sen. J. Howard McGrath (D-R.I.), chairman of the Democratic National Committee, takes the position that the present Commission is doing a good job in the supervision of radio and television.

"The growth of television and its impact on the industry and the public," he said, "is the most important present and future development in the radio-television field.

"Furthermore, the relation of

(Continued on page 45)

TRADE ASSOCIATIONS

Yearend Roundup

Improvements in '49

ALL THREE major broadcast media—AM, FM and TV—will find business better in 1949 than in 1948 in the opinion of key trade association executives who keep their fingers on the industry pulse.

AM, foundation of the industry, will benefit from intensive nation-wide selling via the All-Radio Presentation along with stepped-up local selling, they predict, reaching a new all-time high. AM's main source of growth is foreseen in local advertising, where space rates are skyrocketing, and in national spot.

Television's meteoric expansion will center in improved programming and networking following the mid-January connection of eastern and midwestern TV station groups. The FCC freeze, of course, will retard station expansion should it continue into the summer. Bright TV spots are lower costs and more sponsors. These will be offset by public demand for more station operating hours just as stations approach the break-even point.

Willard Reports

NAB enters the new year equipped to service the industry's new problems, according to A. D. Willard Jr., executive vice president. The Standards of Practice, with their evolutionary effect on program and advertising standards, will come under a new committee. These will serve not only to elevate programs and advertising standards but also to counteract any tendency to resort to selling abuses as the competition for business becomes more intense, he said.

Mr. Willard

Already the Employe-Employer Relations Dept. has developed a television contract service for the membership. A system of direct servicing of individual stations as contract expiration dates approach is being put into operation, Mr. Willard said.

NAB's campaign to preserve freedom of expression will move forward, he predicted, noting that in the last year other major media have joined the effort to protect this basic American right.

Much will be done in 1949 to maintain radio revenues and develop new sources of business as well as to control costs, he predicted, with the All-Radio Presentation being readied as the first of a series of effective competitive weapons. NAB already is participating in the advance planning for the third NARBA and for the first time will take an active part in protecting American broadcast frequencies.

"The radio manufacturing industry is completing one of its best years and is anticipating an even better year in 1949," according to Bond Geddes, executive vice president of Radio Mfrs. Assn. "While the trend is definitely toward a steadily increasing production of television receivers, radio set manufacturing is holding up remarkably well and is actually increasing in the FM category.

Mr. Geddes

"The year 1948 probably will end with an output of 850,000 or more TV sets, close to 16,000,000 radios—of which 1,500,000 will be FM or FM-AM—and a record number of TV and FM transmitters. RMA through its 'Radio-In-Every-Room' program has done much to broaden the potential listening audience by encouraging multiple set ownership.

"The outlook for 1949 is excellent. The industry expects to manufacture 2,000,000 or more TV sets and a greater number of FM-AM and FM receivers than it did in 1948. AM set production, except for portables and auto radios, probably will decline but it may well equal the industry's prewar level. All set sales doubtless will push manufacturer dollar volume in 1949 to a new peak."

Bright Outlook

Dr. Kenneth H. Baker, NAB research director, predicts a new record in time sales. "As I see it," he told BROADCASTING, "1949 will bring another all-time high in broadcasting revenue. The slump which is already beginning to be felt in the dollar volume as well as the unit sales in retail business will direct more and more attention to advertising and will keep advertising appropriations at their present level or send them higher.

"Of course, whether broadcasting will receive more or less than its usual share of the total advertising appropriation will be determined by the extent to which radio can demonstrate that it has delivered on the basis of present advertising allocations. In any event, and especially if advertising budgets are not increased, we can expect advertisers to be more and more critical of the results produced by each of the media they use. It is, therefore, essential that the industry produce the facts which are needed by the advertiser to determine coverage, cost-per-thousand, results.

Dr. Baker

"It is especially important that the facts of AM broadcasting be continuously brought to the attention of the user of AM facilities. During this transition to television it is very easy to forget that AM broadcasting is still delivering enormous audiences; that it is still the effective medium that it has always been; and that, unless revenue to the industry from AM broadcasting is maintained at a high level, television may never develop into its proper place in the advertising picture.

"With regard to expenses, the industry will do well to expect them to continue to mount and profits to continue to decrease. Television, FM, increased labor costs and other

(Continued on page 34)

SARNOFF

Yearend Roundup

Video Way Ahead Of Predictions

ACCELERATED progress of TV has lifted radio and television, in combination as an industry, to a $2½ billion-a-year enterprise which may rank as one of the ten foremost industries by 1953, Brig. Gen. David Sarnoff, RCA president and board chairman said in a year-end statement.

TV's public appeal has carried it two years ahead of the most optimistic war-end forecasts, he said, though shortage of manufacturing machinery is holding down set and tube production. Even so, he forecast 2 million sets will be built in 1949 by the industry and reach almost 5 million by 1953 when 18 million sets will be in operation and a coast-to-coast network will be functioning.

Gen. Sarnoff

Radio and TV employ hundreds of thousands, he said, and American dependence on radio entertainment, acquired over the past 28 years, "is being more deeply ingrained by television, which enables people in ever-increasing number to eyewitness events as they happen."

Telecasting of President Truman's Inauguration Jan. 20 as far west as St. Louis will mark a historic milestone in civics as well as in broadcasting, he said, estimating 10 million people will eyewitness the event—"more than all who saw the 31 Presidents from Washington to Roosevelt take the oath of office."

TV Network

Expansion of TV networks will open new markets for sets and constantly increase its circulation as an advertising medium of powerful sales appeal, according to Mr. Sarnoff. He reminded that FCC has authorized 122 TV stations, with 47 now on the air, 75 CPs and 312 applications pending.

Four of NBC's five stations are on the air in New York, Washington, Cleveland and Chicago, with the fifth in Hollywood soon to start regular service. Eighteen others have NBC affiliations, Gen. Sarnoff added. The TV network will grow, starting with linking of NBC's eastern and midwestern hookups Jan. 12. Initially it will consist of 14 stations, with others to be added as links become available. This will add to program sources.

TV Operations

The TV operations of RCA—research, engineering, manufacturing and broadcasting—have in great measure enabled this country to maintain television pre-eminence, according to Gen. Sarnoff, and the new science has been fitted into the nation's security program. TV's present and future are charted by actual experience rather than by hopeful promises, he pointed out.

Importance of RCA Ultrafax, which can handle a million words a minute, was stressed by Gen. Sarnoff, along with other developments in electronics. These include studies in the upper frequencies and further development of "transistors," non-vacuum substitutes for electron tubes. RCA Labs are working on nuclear physics as related to electronics, he said, as well as radio-active tracers for tube research and radiation detecting devices for personnel protection.

He cited the "transducer," which converts mechanical vibrations into electrical pulses, and peacetime radar applications in reviewing RCA research progress.

Sound broadcasting continued to advance in its 28th year, said Gen. Sarnoff, with NBC completing its 22d year showing largest volume of business since its formation. The network has 170 affiliates.

Broadcasting provided the foundation of experience and public service on which TV is being built, he explained. "Sound and sight combined are weaving a pattern that is more appealing to the mind than sound alone, so a gradual fusion of these two great services is to be expected."

FM continues to advance, he said, with 700 stations on the air and 300 CPs issued. Number of FM sets exceeds 3 million, he added.

Gen. Sarnoff predicts further advance of radio, TV and electronics in 1949 as new discoveries are applied and improved. "Some developments will overshadow in significance many of the achievements of the past," he concluded.

REPRESENTATIVES

Yearend Roundup

1949 Revenue Rise Seen

STATION representatives, with a few exceptions, feel that 1949 holds every promise of affording greater revenue for the radio industry. This is reflected not only on overall but also local, national and regional levels. A small minority see a possible drop in local sales. A larger minority apparently think radio will merely retain its status quo in all fields.

With respect to types of stations they represent, AM (and, where concerned, TV) appears to offer them the biggest individual increases in revenue. Percentagewise, 76% say AM business will increase; about 24% believe it will remain the same.

Of the firms surveyed who deal with video clients, all feel that growing industry will provide additional revenue. FM did not fare rosily in their prophesies. A goodly percent foresaw "no change." Overall, the outlook for FM revenue appears no better to them than it did for 1948, it would seem.

Increases Seen

Percentages of increases anticipated in operational expenses ranged from 3% to 20%, with 5% and 10% figures most widely quoted. A small number of representatives see no boosts—"they are as high as they can go now."

Consensus was that general business conditions would remain about the same, "steady," or that a slight recession would be experienced.

Types of sponsors who are expected to contribute to 1949's high-water revenue figure, according to representatives, are: Automotive, foods, household appliances, drugs and soaps and cleansers—in that order.

Those geographically nearest the financial and advertising pulse of the nation—the New York City representatives—were, in the majority, expecting either a slight general business recession or status quo during 1949. But there were only a few dissenters to the prediction that radio business would be bigger overall.

Paul H. Raymer, manager of Paul H. Raymer Co., expects bigger overall revenue for the industry, with an increase in AM business and no change in FM revenue. Operational expenses during 1949 will not change much, according to Mr. Raymer.

"I believe business generally," Mr. Raymer said, "will undergo a slight recession. I expect radio business, however, to be better in 1949."

Greater overall revenue during 1949, both locally and nationally, was the forecast of Wythe Walker, president of Walker Co., N. Y. He sees an increase in business for both AM and TV stations, but no change for FM stations. The largest increase in time purchases can be expected in the automotive sponsor category, in the estimation of Mr. Walker. Although he anticipates no drastic fluctuations in the nation's economy, a 15% increase in operational expenses is indicated, according to Mr. Walker.

"I see no reason to anticipate any material change in the overall picture," Mr. Walker said.

Lewis H. Avery, president of Lewis H. Avery Inc., N. Y., forecasts a business decline of such slight proportions that it could not be properly labeled a recession. On prospects for radio revenue in 1949, Mr. Avery comments he had "never seen so many uncertainties as today." He anticipated no change in FM business.

Local revenue will decline some but the overall revenue picture for radio's new year will remain about the same, in the opinion of Robert D. C. Meeker, president of Robert Meeker Assoc. Inc., N. Y.

No variation in AM business is foreseen by Mr. Meeker, who believes that operational expenses may level off in 1949. He agreed with Mr. Walker that an increase in expenditures by automotive sponsors is indicated.

The first half of the year, he feels, will be "very busy," then level off and be followed at the end of '49 with a slight decline.

"I think radio will do very well in this area," Mr. Meeker says, "but I believe by the end of the year general business will decline 10 to 15%."

Joseph F. Timlin, manager of The Branham Co., N. Y., expects the nation's economy and radio's overall revenue to remain about the same, but envisions an increase in video business.

The general business prospects in the New York area, he believes, "should be about the same as 1948."

A bigger national radio revenue in 1949 is anticipated by Hines H. Hatchett, manager of John E. Pearson Co., New York. Business increases for AM, FM and TV is his prediction.

"It is too early," Mr. Pearson believes, "to make a prediction at this time but general indications point to an increase in national spot business.

Mr. Hatchett

"We look forward to some new accounts switching to spot radio, plus present accounts holding their own."

A business boom with overall profits to the radio industry, locally and nationally, is forecast by F. E. Spencer Jr., manager of George P. Hollingbery Co., New York.

No change in FM business was seen by Mr. Spencer but he did expect business increases for AM and television.

"If labor pursues a conservative policy and strikes are held to a minimum, 1949 will be a good year," Mr. Spencer declared.

"The occurrence of widespread strikes could result in decreased buying power of labor. A worker on strike not only has no money to buy new things but also no money to keep up the payments on high-priced things he has already bought."

The views of Frank M. Headley, Headley-Reed Co., New York, coincided with Mr. Spencer's prediction of a bigger revenue year for the overall radio industry, both locally and nationally.

He also believes video and standard business will pick up, while FM sales will remain the same.

There will be no general business recession or a boom in 1949, but radio's operational costs will rise 5% to 10%, according to Mr. Headley.

"It is difficult to predict the trend of national spot business for 1949," he declared.

"I feel that the first quarter of 1949 will be as good as the 4th quarter of 1948 with some indication that larger budgets will show a slight increase making 1949, on an overall basis, better than 1948."

Mr. Young

Mr. Weed

In New York Adam J. Young Jr., Adam J. Young Jr. Inc., looks for an influx of TV advertisers previously not on AM. "Business will be very great" in this area, which will absorb "more and more" of the advertising dollar, according to Mr. Young. A "boom in broadcasting" there is foreseen by Joseph J. Weed, partner, Weed & Co., because of TV. "New York is the one place an advertiser can get assurance of big circulation," he maintains.

Max M. Everett, president, Everett-McKinney Inc., looks for greater spot business in 1949, with general business continuing at the same level.

Mr. Everett

According to Joseph Bloom, general manager, Forjoe & Co., national advertisers will contribute the largest revenue boost. He expects business to be "better."

Radio prospects in Philadelphia for 1949 are most promising, especially with anticipated greater TV expenditures. According to Fred Bernstein, manager, Forjoe & Co., TV will supplement AM more and more in the immediate future with a slight resultant increase in general business. Robert Hitchings, manager, John H. Perry

(Continued on page 30)

STORECAST

Yearend Roundup

1949 to Be Big Year, Says Joseloff

THE STORECAST forecast for 1949 looks good. This is the prediction of Stanley Joseloff, president of Storecast, who believes the new year will see Storecast's recent development, the new AM-FM home-and-supermarket network, inaugurated in many new metropolitan areas.

"This AM-FM Storecast operation," says Mr. Joseloff, "offers grocery advertisers a 'package' comprising AM home coverage along with Storecast FM home-and-supermarket services of point-of-sale announcements, assured shelf supplies, displays, inventorying, etc."

The Storecast AM service, already under way in Philadelphia with WIBG and in Hartford, Conn., with WTHT, will start "right after the first of the year" in Chicago with an AM station to be announced shortly, according to Mr. Joseloff.

The Storecast head makes this further comment on prospects for 1949:

"With food manufacturers heading into tougher competitive situations in a tightening buyers' market, more and more grocery manufacturers will exploit the advantages of tying up their efforts in other media with a 'firing line' volley at the point of sale. The past several months have indicated this trend and Storecast's stepped-up expansion in the second half of '48 has been the direct result of it.

"Since June our supermarket point-of-sale networks have been extended beyond our original operation in First National Stores to two more of the country's largest grocery chains—American Stores Co., Philadelphia, and National Tea Co., Chicago—bringing our point-of-sale customer audiences up to more than 2,000,000 per week in supermarkets, over and above AM and FM home coverage.

"Yes, with a wide representation of major food advertisers on our lists (General Foods, Libby, Swift, Wilson, Heinz, Coca Cola — and several dozen other national and regional accounts), with an excellent record of sales achievement, and with ever increasing public demand for 'music to buy by' in modern supermarkets, the Storecast forecast for '49 looks *very* good."

TRANSCRIPTIONS

Yearend Roundup

Firms See Good Profits

VIRTUALLY all transcription and production firms, surveyed by BROADCASTING in its year end report, are optimistic about radio revenue prospects for 1949. A small minority foresaw prospects of radio decreases at all levels. But not one surveyed envisioned a drop in its own business revenues.

Dollar-wise, they estimated boosts in revenue ranging from $20,000 to $100,000; percentage-wise, from 10% to 40%. The 10% and 20% figures were most commonly quoted.

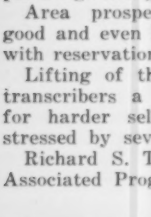
Most of the transcribers and transcription producers seemed to be worried about rising operational expenses for the coming year. The majority professed belief in potential increases—anywhere from 10% to as high as 50%. A few predicted little change in cost of the operational structure; an equal thought expenses would remain practically the same. But in any event, prospects of 1949 revenue looked rosy-hued, notwithstanding costs.

Many firms declined to express their views on general business prospects in terms of "boom or bust"—or recession. Those who did comment felt, for the most part, that there would be neither—possibly a slight recession or just plain tightening up or leveling-off.

Area prospects are generally good and even highly promising—with reservations, of course.

Lifting of the AFM ban gave transcribers a lift but the need for harder selling in 1949 was stressed by several.

Richard S. Testut, manager of Associated Program Service, New York, said his firm's business had tripled in 2½ years and he expects the rate of increase to continue. The increase will come from new business, he feels.



Mr. Testut

Robert J. Clarkson, general manager of Columbia Transcriptions, foresees a 1949 gain, with a lot of spot business booked for firms advertising new items and conducting new campaigns. The new long-playing records will be a big help, he feels, and predicts the LP record will revolutionize the transcription business.

Joseph W. Bailey, manager of Lewis G. Cowan Inc., New York, says prospects are good, especially in TV. He does not foresee any substantial big cuts in radio budgets. Expansion will come from network shows through enlargement of present programs and through new business, he predicts.

C. O. Langlois, president of Lang-Worth Feature Programs, New York, expects a good year, with increases coming mainly from local stations and localized advertising campaigns.

Robert W. Friedheim, director of NBC Radio Recording Division, expects wider use of syndicated material, especially dramatic features. He also expects increased use of library services and believes return of AFM musicians will bring in advertisers who held off during the ban.

Mr. Friedheim

Mr. Sinn

John Sinn, executive vice president of Frederic W. Ziv Co., finds local radio still on the upswing after a record 1948. He looks for more national sponsors to continue use of open-end programs on a spot basis.

In Hollywood and Los Angeles, companies temper optimism with allusions to retention of the selling spirit of 1930 and 1940. Bob Reickenback, sales manager Mayfair Transcription Co., finds a "growing reluctance on the part of sponsors to make long-term commitments," but adds that business is very good.

James Parks, vice-president of Broadcasters' Guild, foresees "more business on a local level with co-op money being supplied by the manufacturer." The problem is one of filled supply lines with the result, he feels, that retailers are finding sales more difficult to make.

Bruce Eells, president of Bruce Eells & Assoc., throws in the reservation that "business in general will enjoy a health commensurate with the courage and effort applied by business leaders. . . . They can either 'hit for the brush'—or get out and sell hard," he reasons. And there is evidence that radio operators are aware that there is little wrong with business that "hard selling" cannot cure, he concludes.

Mr. Eells

Mr. King

The "sell-hard" spirit was also echoed by Gerald King, president, Standard Radio Transcription Services. ". . . Sales forces will have to increase their selling pressure in view of the declining retail market . . . and programming departments will have to . . . supply better, tighter schedules," he contends.

Seasoned broadcasters who experienced the "fluctuations of the 1930's can approach 1949 with confidence," Walter Davison, manager, Capitol Transcriptions, asserts. Emphasizing program content and close scrutiny of program budgets, Mr. Davison looks for greater purchase of time "as the so-called buyers' market develops further—but there will be greater care in what is purchased." He anticipates experimentation in "limited budget programming."

Mr. Davison

Walter White Jr., president Commodore Productions & Artists, is enthusiastic about West Coast radio which he labels a "bigger and bigger industry" and which, with television, "offers every prospect of becoming a gigantic one."

Business Increase

Mr. Davison's allusion to the selling spirit of previous years is similarly voiced by Joseph F. McCaughty, president of The Cardinal Co. He predicts a business increase for "those in radio who realize the wartime honeymoon is over and put on their 1940 fighting spirit." Mr. McCaughty maintains that a buyers' market inevitably brings out the "selling stars in any

(Continued on page 45)

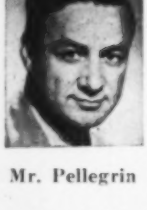
TRANSIT

Yearend Roundup

Pellegrin Sees It As Aid to FM

"TRANSIT RADIO (FM radio in buses and street cars) looms bright on the 1949 radio horizon as a beacon light to guide many an FM station into a new, sound, profitable operation offering an added and welcome service to American listeners." That was the forecast of Frank E. Pellegrin, Transit Radio national sales manager.

"The transit-riding public expresses overwhelming approval; station owners find it an interesting and sound operation; local and national advertisers are accepting it warmly as an unusually effective medium.



Mr. Pellegrin

"During the closing months of 1948 the Transit Radio stations already on the air discovered that this new application of radio appealed to many advertisers who hitherto had used no radio, thus attracting new sponsors and new revenue to the radio industry.

"Among these were small advertisers who believed their modest appropriations could not make a sufficient impression or who could not use the broad coverage of AM; the low rates for a guaranteed, concentrated transit audience, actually on its way to buy, has shown these new users of radio that even a modest budget can be effectively impressive.

Sales Appeal

"Department stores and other large advertisers who have previously used radio sparingly are increasing their radio budgets because of the sales appeal offered by low rates and the same guaranteed, counted audience, whose composition is quite accurately known at all times and who can be reached, on their way to shop, with advertising messages 'beamed' especially to each group. Success stories already recorded for many sponsors confirm their judgment.

"Acceptance of the new Transit Radio story by national agencies and advertisers has been uniformly good and ranges from sincere interest to enthusiasm.

"With the rapid development of additional Transit Radio markets from coast to coast in 1949, the emergence of this as an important national medium seems assured.

"FM station operators are also finding this to be an excellent method of promoting FM. Literally millions of people who ride buses and street cars daily are hearing FM for the first time and enjoying almost perfect reception of good programming based on music, news, service announcements and a variety of special features.

"They are receiving a practical and dramatic demonstration of static-free FM performance 'right under the gun' of high-power lines, downtown noises, bridges and towering buildings, etc.

"A major problem facing all business in 1949 is the ever-rising spiral of costs—and this includes advertising costs. Local and national advertisers and their agencies are seriously concerned.

"That is one of the principal reasons for the excellent reception being given the Transit Radio story—because it offers one of the rare opportunities today actually to *reduce* advertising costs, by virtue of its low guaranteed-per-thousand rate.

"The bright record of American radio has been built on growth, progress, new developments. Transit Radio will add to this record in 1949."

E[illegible] RESUMPTION

AFM Pact Buoys Firms' Optimism

TRANSCRIPTION companies foresaw a big year ahead as they signed five-year agreements last Monday, ending the American Federation of Musicians ban on use of union instrumentalists in the making of canned commercials and programs.

Some companies had scheduled studio time in advance of the signing for music cutting and were ready to produce within hours after the signing. It was said that many advertising plans necessarily held in abeyance would now become possible.

Actual signing took place only six days after similar agreements with record companies [BROADCASTING, Dec. 20] had ended a similar ban. Union boycotts of both the record and transcription studios began Dec. 31, 1947 because the Taft-Hartley Law outlawed payment of royalties by employes for union-administered welfare funds.

Similar to Other Settlement

The settlement formula for the transcription companies was similar to that for the record companies [BROADCASTING, Dec. 20] —establishment of an impartial trustee to whom the transcription companies would pay royalties.

The trustee for both agreements is Samuel Rawlins Rosenbaum, a Philadelphia lawyer and former president of WFIL Philadelphia. He will administer the fund, created by the payments, to provide union musicians with employment by organizing concerts. Admission to the concerts will be free.

Transcription companies will pay into the fund 3% of their gross revenue from music transcriptions. Altogether, they are expected to contribute at least $100,000 annually. Adding the record companies' contributions, the fund is expected to amount to over $2 million annually. Later signers may swell the final totals.

Recording fees for musicians remain about the same under labor agreements signed at the same time between the union and the companies, with the basic rate $27 per man for each period up to 15 minutes of recorded music.

Signing of the agreements with the transcription companies was an anti-climax after the hectic scene Dec. 14, which attended the signing by recording companies [BROADCASTING, Dec. 20].

Both the recording and transcription signing ceremonies took place in the office of James C. Petrillo, president of the AFM, on the 34th floor of the GE building, New York City.

Few There

But whereas the recording signing saw reporters, still cameramen, newsreel men and remote radio crews all jammed into the Petrillo office to cover the affair, the signing with the transcription companies was attended by no similar press enterprise. Only BROADCASTING was on hand—with a reporter and photographer.

Mr. Petrillo himself was not present at the signing nor was his general counsel, Milton Diamond, who is credited with having devised the formula which resulted in the final settlement.

Instead, Mr. Petrillo was represented by his chief deputy in recording and transcription matters, Rex Riccardi, and Mr. Diamond was represented by attorneys from his office, headed by Jerome Adler. Chief industry spokesman present was A. Walter Socolow.

Around a council table, representatives of ten transcription companies passed the trust agreements and labor agreements for proper signatures. Most of the signing was done by Mr. Rosenbaum, as trustee, and by Mr. Riccardi, who sat at opposite ends of the table as the papers were passed around in a shuffle which would have become confusing were it not for the steering of Mr. Adler and Mr. Socolow.

Transcription agreement is reached by (l to r) Messrs. Socolow, Rosenbaum, Adler and Riccardi.

* * *

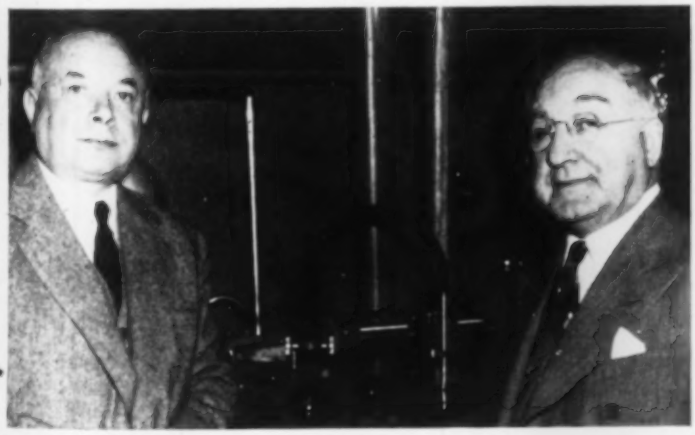
Representatives of the various companies stood near the table chatting until their own particular agreements came up for execution. They would then sign and resume chatting. The whole affair was most informal.

However, after the signing, many of the executives hustled back to their offices to get right to work. NBC radio-recording resumed the same evening and, according to Robert W. Friedheim, director, transcription companies will now bring many advertisers to radio who have been holding off.

C. O. Langlois, president of Lang-Worth Feature Programs, found it too late in the day to go

(Continued on page 34)

* * *



Placid expressions are worn by both Gen. Sarnoff (l) and Mr. Petrillo as record making is resumed.

LOVE AND KISSES

All Was Not Strife in Record Negotiations

PUBLIC attention was fastened so closely on battlefield clashes along the road to recording peace that chivalry and cooperation between rival principals passed unobserved.

After the ban on record making was lifted by the AFM, Brig. Gen. David S. Sarnoff, chairman of the RCA board, got together Dec. 14 with AFM President James C. Petrillo at the RCA Victor Div. recording studio, to watch the firm cut a record which marked resumption of record making.

That record is historic. But it takes a back page in history books to the written transcript of comments by Gen. Sarnoff and Mr. Petrillo on that occasion.

The classical bouquets, exchanged by two gladiators renowned for their courage and stamina in the labor-industry arena, were as follows:

JAMES C. PETRILLO: I feel that something should be said about a great man who brought this about, for this is another victory for all of us. And feeling that one man in the industry was a fair man, I went to see General Sarnoff, some five-six months ago and I said "General, what are we going to do about this thing? Are we going to fight it out like we did before, or are we gonna settle this matter in a nice manner like Americans should?"

And he said: "Jimmy, there shouldn't be any fights; we ought to get together on this thing." And we did get together.

He grabbed hold of the bull by the horn HIMSELF, called in the industry —did a swell job—advised me as to what he thought was right and wrong.

I mean when I say advised me, he said: "This is the thing we can do, and this is what we WILL do, and no more than this," and so on, and I believed every word that man said. And, Ladies and Gentlemen, believe me that everything he said was God's honest truth.

Night and day, when he says this is the truth, this is what's gonna happen —that's exactly what happened. I can't say too much for that man in this industry, and I think that labor has a friend in General Sarnoff.

GENERAL SARNOFF: This is almost as great an emotional surprise for me as seeing the first record cut here after a year of silence. I don't know any appropriate response that I could make to so generous a statement as Jimmy Petrillo has just made about me.

All I can say is that this is not the work of any one man. It took patience, restraint, wisdom and some skill in negotiations on both sides to get this settlement.

At this happy time of the year I think it is especially fitting to call attention to the fact that there can be harmony between men as well as harmony between singers.

In these negotiations Mr. Petrillo has been fair and worked hard, and so did his counsel, Mr. Milton Diamond, who was a resourceful man at all points where we struck snags.

As a general, I am a man of peace. And so I preferred a just and peaceful settlement to an unnecessary slugfest.

I think this is a great triumph for both industry and labor, but the greatest triumph of all for the American people who will now be free to get selections of their own choice from a highly competitive industry.

Jimmy, I thank you very much, for what you have said, and I say the same to you, with a cherry in it.

Representatives

(Continued from page 27)

Assoc., foresees more radio advertising because of new classifications opening up "which have not before been on radio."

E. R. Tanz, Cox and Tanz, Philadelphia, stressed "a greater need for advertising to sell products," which are in more abundance now than immediately after the war. Business will be good if prices are maintained, he contends. The firm engages in AM, FM and TV, with national spot contributing about 75% of the business. More radio advertising is indicated for 1949.

Radio is growing with the West, which itself shows signs of becoming depression-proof, in the eyes of West Coast representative firms. Benton Paschall, Los Angeles manager, Western Radio Advertising, asserts that stations are "merchandise-minded, promotion-proud and result-conscious" and realize they must produce for the competitive dollar. 1949 will be radio's biggest year yet, because "regional and national advertisers are taking cognizance of the growing West."

Southern California Industries

"Southern California . . . by virtue of its newly diversified industries . . . is no longer solely dependent on citrus, motion picture and petroleum industries," Lawrence B. Krasner general manager, West Coast office, Forjoe & Co., points out. Whether radio gets a "fair share" of expected increases in billings next year will depend on how well it sells itself, he believes, in competition with printed media. He strongly urges radio-NARSR cooperation.

Mr. Coveny

Aural radio will be around for a long time, notwithstanding TV, because it carries to the "hinterlands," according to Carleton Coveny, vice president, John Blair & Co., Los Angeles. He predicts "good" business on AM and consistent increases on video. City's prospects look better than ever, he adds.

Harry H. Wise Jr., West Coast manager, Geo. P. Hollingbery, believes general business will regain some of its stability lost during 1948, partly because of elections. "The hesitancy and false starts by advertisers" will give away to an "intelligent approach to accomplishment of 1949's objectives," he feels.

Mr. Wise

Possible passage of an Excess Profits Tax Bill by the 81st Congress should augur for a boost in advertising expenditures, according to Frank G. Moreland, Los Angeles manager, W. S. Grant Inc.

Business' gain in 1949 will entail a coincidental gain for both radio and TV, according to Robert W. Walker, manager, Robert W. Walker Co., Los Angeles. He looks for greater production and competition. A similar view is expressed by Harold Lindley, Los Angeles manager, Headley-Reed Co., with the comment that while there is a "normal mortality to a number of advertising accounts each year, the growth of the area and new businesses will more than offset this."

Status Quo

John D. Gale, Los Angeles manager, Paul H. Raymer Co., foresees a status quo for 1949 business — there will be more money "but it will have to be more cleverly spent . . . consumers are becoming more careful." He sees "top stations holding their own and poorer stations (falling) by the wayside."

Mr. Gale

The Dallas-Fort Worth situation is encouraging, with radio prospects looking good. Joe Evans, manager, Free & Peters, feels a great deal depends on Congress. But he points to expansion of agency radio departments and believes advertisers will use more radio as their distribution expands.

A substantial increase for radio is predicted by Frank D. Brimm, southwest manager, The Katz Agency, who points to lush regional accounts and potential development of national network business. With two TV stations now operating and five in prospect next year, new advertisers will come into the southern and southwestern field, he thinks.

Mr. Evans

Chicago representatives look with optimism on the 1949 general and radio picture, especially for the Midwest. John North, vice president, Radio Representatives Inc., notes indications of price declines and greater competition. He also cites possibility of an excess profits tax as a boon to radio advertising.

National business in Chicago will be better because smaller agencies are soliciting it, according to George P. Hollingbery, president, George P. Hollingbery Co.

Mr. North

Mr. Hollingbery

A local video boom is in the making, says John Pearson, president, John E. Pearson Co., with TV absorbing advertising previously allocated to printed media. As a result, he believes, spot radio will prosper.

Says Mr. Pearson: National advertising will bypass the networks for spots . . . TV will claim the major portion of budgets, with spot taking the rest. There will be practically no competition with TV evening shows." But he admonishes that "radio needs a good, smart, straight-selling pitch . . . it should promote, rather than crucify, itself."

Mr. Pearson

In the opinion of Clark Barnes, West Coast manager, Burn-Smith Co., however, general business should be not only good but will "reach an apex" in 1949, with TV having the effect of a hypodermic on AM radio.

Hal Holman, president, Hal Holman Co., looks for greater overall and national business, but "locally, per station, it will be smaller by about 10%." He notes that many advertisers are buying time now in 13-week rather than 52-week cycles.

Mr. Holman

John Toothill, general manager, Burn-Smith Co., contends radio business will be good next year, in view of several new products to be sold. The "routine of selling time to a mass market itself needs to be sold," he declares.

In Toronto Jack Slatter, president of Radio Representatives Ltd., feels that business will be as good for 1949 as 1948—with probably a slight increase.

"Radio stations throughout Canada have been enjoying unprecedented prosperity . . . local sales have doubled and trebled in the small community stations," A. A. McDermott, sales manager, Horace N. Stovin & Co., observes. He adds that, as a result, national business has not commanded as much attention and that "many old-timers and repeaters (advertisers) have changed their schedules or dropped out altogether." He strongly advises stations to "get the oldies back into the picture."

Mr. McDermott

Any increased volume in Toronto is possible only if selling becomes more intensified, in the opinion of Willam Wright, owner of the William Wright firm, that city.

COMPTON VPs

Agency Board Elects Four

FOUR NEW vice presidents were elected to Compton Advertising, New York, at a board meeting last week. They are Merrell Boyce, C. James Fleming Jr., L. O. Holmberg and Jack Rees.

Mr. Boyce, former head of Compton's Kansas City branch, has been in the New York office for two years as account executive on Socony-Vacuum, New York. Mr. Fleming, account executive for Procter & Gamble's Crisco, has been with the agency for four years.

Mr. Holmberg, now manager of the Chicago office and account executive on several accounts in that area, has been with the firm five years. He will remain in Chicago. Mr. Rees, who joined Compton four years ago, is account executive for Kelly-Springfield and Goodyear.

1857 John Shepard Jr. 1948

JOHN SHEPARD Jr., 91, founder of the Yankee Network and department store magnate, died last Tuesday at his winter home in Palm Beach, Fla. He was also former Mayor of Palm Beach and engaged in many philanthropic works.

Mr. Shepard founded WNAC Boston and WEAN Providence, R. I., which were to serve as the nucleus of the future Yankee Network. His son, John Shepard III, was active head of the chain until it was sold in 1943 to General Tire & Rubber Co., and is still its consultant.

The elder Mr. Shepard also was owner of the Shepard store in Boston until 1936. The store had been founded by his father. In 1880 he founded a similar store in Providence of which he was chairman of the board up until his death. He also owned the Crown Hotel in that city from 1931 until last year.

A former president of the Rhode Island Golfers Assn., he had been active in sports enterprises as well.

Mr. Shepard married Flora E. Martin in 1884, and they had two sons, John III and Robert F. After his first wife's death he married A. Maude Miller, who also survives.

OCTOBER BILLINGS

Four Networks Over $18 Million

OCTOBER gross billings for the four nation-wide networks totaled $18,325,006, more than $2.5 million ahead of the September gross, according to data compiled by Publishers Information Bureau and released to BROADCASTING last week.

For the ten-month period, January-through-October, the combined network gross totaled $163,654,849. With October the top month for the year up to that time and the fall running well ahead of springtime billings, the network gross for the year may well top the $200 million mark.

Foods and food products made up the leading category of products advertised on the AM networks, both for the month and for the year to date. In October this class of business added $4,036,542 to the network total; for the ten months it accounted for $38,884,798.

Toiletries and toilet goods were second in October, with total network billings of $2,831,020, and for the ten-month period, with $26,693,367. Soaps and cleansers were third for the month, with gross expenditures of $1,922,763 for network time during October. For the ten months, however, this class of advertising ranked fourth, its total of $16,877,450 falling behind the ten-month gross of $18,846,308 chalked up by network advertising of drugs and remedies. This group ranked fourth for October, with gross network time purchases of $1,849,800.

Smoking materials, largely cigarettes, ranked fifth for both October and the ten months. October billings for this class were $1,731,293; for the ten months its total was $16,672,693.

Political broadcasting reached its peak in October, month preceding the Presidential election date, when the political parties and other groups buying time to win votes for candidates or platforms spent $829,978 for network time, the major part of the ten-month total of $1,073,282 expended for political network broadcasts.

Network advertising is analyzed by product groups both for October and for the first ten months of 1948 in the following table:

	Oct. Gross Value	Jan.-Oct. Gross Value
1. Agriculture & Farming	117,845	1,255,631
2. Apparel, footwear & accessories	155,512	1,182,482
3. Automotive, automotive accessories & equipment	659,261	5,887,888
4. Aviation, aviation accessories & equipment	-------	----------
5. Beer, wine & liquor	84,669	959,854
6. Building materials, equipment & fixtures	91,538	781,444
7. Confectionery & soft drinks	745,765	6,357,955
8. Consumers' services	309,941	2,109,373
9. Drugs & remedies	1,849,800	18,846,308
10. Entertainment & amusements	-------	5,215
11. Food & food products	4,036,562	38,884,798
12. Gasoline, lubricants & other fuels	513,894	4,845,148
13. Horticulture	-------	98,946
14. Household equipment & supplies	756,791	7,167,012
15. Household furnishings	136,957	1,112,398
16. Industrial materials	208,411	1,371,735
17. Insurance	363,820	3,564,132
18. Jewelry, optical goods & cameras	172,404	833,376
19. Office equipment, stationery & writing supplies	147,234	2,038,171
20. Political	829,978	1,073,282
21. Publishing & media	106,842	1,320,256
22. Radios, phonographs, musical instruments & accessories	131,099	1,270,842
23. Retail stores & shops	-------	----------
24. Smoking materials	1,731,293	16,672,693
25. Soaps, cleansers & polishes	1,922,763	16,877,450
26. Sporting goods & toys	-------	59,089
27. Toiletries & toilet goods	2,831,020	26,693,367
28. Transportation, travel & resorts	98,528	98,528
29. Miscellaneous	323,079	2,287,476
Total	18,325,006	163,654,849

NARSR HEAD

Headley Succeeds Raymer

FRANK M. HEADLEY, of Headley-Reed Co., was elected president of the National Assn. of Radio Station Representatives at the organization's second annual meeting Dec. 15 in the Hotel Lexington, New York (see Respects Sketch this issue, page 38). Mr. Headley succeeds Paul H. Raymer of Paul H. Raymer Inc.

Others elected: Vice President, Adam Young Jr., of Adam Young Jr. Inc., succeeding H. Preston Peters, president of Free & Peters Inc.; secretary, Frank Edward Spenser Jr., of George P. Hollingbery Co., succeeding Joseph J. Weed, Weed & Co.; treasurer, Lewis H. Avery of Avery-Knodel, who was reelected.

Mr. Peters was elected a director for one year to succeed Mr. Young. George Brett, of the Katz Agency, was appointed the association's representative on the NAB Standards of Practices Committee.

Also approved at the meeting was a proposal that the accounting firm of Price, Waterhouse & Co. make a statistical analysis for the association of the volume of spot radio business.

KFRE TO CBS

Dropping ABC Affiliation

CBS last week announced that the 50-kw KFRE Fresno, Calif., present affiliate of ABC, would join the CBS network next June 15.

The addition of KFRE will give CBS a total of 24 stations in the 50 kw category according to CBS.

At the acquisition of KFRE, CBS will drop its present affiliation with KARM Fresno, a 5 kw outlet. KFRE, which at present operates with 250 w, expects to begin operating with its new high power by next Feb. 1.

Although no official word was available, it was understood that ABC was negotiating with KARM for an affiliation to replace KFRE.

KFRE will operate on 950 kc. It is owned by the California Inland Broadcasting Co.

CRANEY PLAN

Urges Anti-Clear Group With Paid Head

CALL for immediate formation of an organization strong enough to wage an effective fight against clear channels was sounded in a circular letter mailed last week to 2,000 independent and non-clear channel stations.

Author of the letter is Ed Craney, general manager of Pacific Northwest Broadcasters, comprising nine stations in Montana, Oregon and Washington.

NAB cannot handle the matter, Mr. Craney's letter asserts, "because most of the 24 clears are members." Simultaneously it was learned Mr. Craney has withdrawn all but one of his stations as members of NAB. Stations in PNB, but not all controlled by Mr. Craney, are: KXL Portland, Ore., KXLY Spokane, Wash., KXLF Butte, Mont., KXLJ Helena, Mont., KXLQ Bozeman, Mont., KXLE Ellensburg, Wash., KING Seattle, KXLK Great Falls, Mont., and KXLL Missoula, Mont.

Mr. Craney, long an exponent of abolishing clear channels, proposes that the operators of independent and non-clear channel outlets hold a meeting in Chicago or St. Louis next month to set up the anti-clear channel group. He is asking that interested station executives notify him at once of their choice of city.

Among Mr. Craney's suggestions as to how the organization should function are these:

● A board of directors, composed of men "who will work and whom the members have confidence in," should be selected at a national meeting. "This board should be given broad powers so frequent membership meetings will not be necessary."

● The organization should have a Washington office with a paid director who would "keep its members posted on vital happenings, would advise members what they should personally do for the furtherance of the objectives of the organization, and would appear before Congress, the FCC or any government official or department when occasion demanded."

● Enough stations should be members so that their combined highest hourly rate is well over $10,000. If possible dues should not be more than four times the highest hourly rate per year.

Mr. Craney urges that "the problem" (of clear channels) be attacked "with an organized plan under constant direction of a paid head" and says "it is useless to try to fight the powerful well paid clear channel lobby individually—by a few letters to Congressmen or Senators or to the FCC or even by occasional personal visits to all three." He points out that Louis Caldwell, attorney for the clear channel group, "is registered as a lobbyist at $1,200 a month."

Unless the membership should direct otherwise, says Mr. Craney, the proposed new organization "should work on no other problem than clear channels in AM and possibly Stratovision in TV." He says: "The problem of centralized national coverage from one point under single control is a danger to the freedom of expression by radio in the U. S. and would tend to a tremendous monopoly in the hands of a few; this is as true of TV (by Stratovision) as it is of AM (by super-power)."

FCC PAY RAISE

Proposal Revised Upward

THE PAY RAISE proposed for FCC members in the Flanders-O'Conor-Baldwin bill [BROADCASTING, Nov. 15, Dec. 20] was revised upward by the Senate Civil Service Subcommittee last Wednesday to provide for $17,500 a year instead of $16,500. The Commissioners now get $10,000.

The revision was made following hearings on the bill, which would increase the pay of the President, the Vice President, and some 222 top Federal executives. The $17,500 figure for FCC Commissioners and comparable officials had been advocated by President Truman.

The Civil Service Subcommittee agreed that the bill should be given an emergency label and enacted into law before Jan. 20. Unless passed by that time—the date of President Truman's inaugural—the $25,000 a year pay raise provided for the President could not under law become effective during his new term. The subcommittee is composed of Sens. Herbert R. O'Conor (D-Md.), Ralph E. Flanders (R-Vt.), and Raymond E. Baldwin (R-Conn.).

Jones to Hutchins

MAITLAND JONES, former vice president of J. Walter Thompson Co., New York, has resigned from the firm to join the New York office of Hutchins Advertising Co., in a similar capacity.

POSSIBLY video's most renowned Santa this year is Arthur Godfrey, shown with Newell-Emmett's Fred Siemsen as they pause during filming of Chesterfield commercials.

Radiorama

YEAREND transition for WJHP Jacksonville, Fla., is made by Chaz Harris (1) as he passes the mike to "Baby 1949" Claude Taylor.

JUDY ANN GRAHAM tells what she wants for Christmas via a special WSYR Syracuse Santa telephone headquarters. Over 20,000 children reportedly have talked to Santa or his helpers through WSYR service.

CELEBRATING its first Christmas is KTLN Denver, represented by Joe Flood, KTLN'S "Upsee Daisey" man who expresses the best wishes for a happy holiday season and a bright new year to come.

TO HELP promote Salvation Army's "Christmas Cheer" campaign at their "Kettle House," WBT Charlotte's Kurt Webster joins in a special program with Brig. Stephan.

JOHN WILCOX, WIP Philadelphia announcer, interviews a few of the 10,000 customers at Gimbel Bros.' sale of $1 Christmas trees at its Philadelphia warehouse.

IT will be a Merry Christmas for these physically - handicapped youngsters with the video set donated by GE to the TV Bedside Circuit promoted by Shirley Dinsdale, KTLA (TV) Los Angeles, and Art Linkletter.

WITH the aid of WISR Butler, Pa., Santa arrived in town in grand style. Participating in the parade of greeting are (l to r) Paul Martin, WISR commercial manager, and Bob Landers, announcer.

NORTHEASTERN Wisconsin children knew there was a Santa Claus when he distributed over 20,000 bags of candy from this float to promote his program on WTAQ Green Bay.

On the way up!

The baby giraffe, just born in the Washington Zoo, has a long way to go before it catches up with its mother. But while it's growing it will get plenty of attention from the visitors at the zoo.

Attention is what radio advertisers want for their radio announcements. And attention is what they get from W·I·T·H, the BIG independent with the BIG audience.

At such low cost, too! W·I·T·H is the big bargain buy in Baltimore, the nation's sixth largest market. For W·I·T·H delivers more listeners-per-dollar than any station in town. It covers 92.3% of all the radio homes in the Baltimore trading area. So if you want low-cost sales in Baltimore, call in your Headley-Reed man and get the full W·I·T·H story today.

WITH

AM FM

Baltimore, Maryland

Tom Tinsley, *President*

***Represented by* Headley-Reed**

ET Resumption

(Continued from page 29)

through with his planned schedule of the day but set Thursday for his first transcription under the agreement.

WOR program service used a seven-piece orchestra on a series of one-minute spots for Piel's beer.

The companies and their representatives signing with the AFM and the trustees were:

Those Signing

Capitol Recording, W. K. Petigrue; Empire Broadcasting Corp., Helen D. Kelleher; Lang-Worth Feature Programs, C. O. Langlois; Muzak Corp., Richard. Testut; NBC, Mr. Friedheim and William Hedges; WOR program service, H. B. Lockwood; World Broadcasting and Frederic W. Ziv Co., John Sinn; Radio Features of America and Towers of London, Oliver W. Nichol.

Under the trust agreement, the transcription companies immediately paid to Mr. Rosenbaum, as trustee, an amount which each company estimated would be 33⅓% of the payment which will become due Feb. 14, 1949. Mr. Rosenbaum told BROADCASTING that this total amount was $2,500. This sum, however, can not be used as any basis for reckoning the total to be paid during the coming year because, it was pointed out, gross sales figures in many cases will not begin reflecting production under the new agreements for some time.

The companies bound themselves to pay the trustee for all electrical transcriptions whether on wire, tape or discs at the rate of 3% of gross revenues, if such ETs contain performances by union musicians and were made between Sept. 20, 1943 and Dec. 31, 1947 and between Oct. 1, 1948 and Dec. 31, 1953. Thus the agreement, like that of the record agreement, binds the companies to a five-year schedule of payments.

Like the agreement with the record companies, the ET outfits are to make payments to the trustee within 45 days after the end of each calendar half-year. Payments must be accompanied by a statement showing the gross revenues subject to the percentage payment.

Must Keep Full Records

All the parties are required to keep full records of all transactions and the trustee has the right to inspect the companies' records. Under the labor agreement, the union also has the right to such records.

The trustee is required within 60 days after the end of each calendar half-year to furnish statements of operations to each of the parties and to the union. The trustee is to be compensated at the rate of $25,000 a year for his work in behalf of both agreements.

The method of appointing a trustee and selecting his successor is not repeated in the transcription agreement, but is set forth in the record manufacturers agreement [BROADCASTING, Dec. 20]. The recording agreement is referred to in the ET document and is annexed to it.

In the wage agreement signed at the same time as the trust agreement, the transcription rates were set forth as follows:

For each 15 minutes or less of recorded music, with or without commercial continuity or announcements, the rehearsing and recording of which does not exceed one hour—$27 per man.

If 15 minutes of recording is finished and additional recording is made, then for each five minutes or less of extra recorded music—$9 per man. For each such extra five minutes, 20 minutes may be used for recording and rehearsal.

Overtime for rehearsals is to be at the rate of $4.50 per man for each 15 minutes or less.

All the rates are doubled in the case of band leaders.

Following the signing of the agreement, Mr. Rosenbaum told BROADCASTING he already has begun work on his tasks as trustee. He is making an intensive study of the manner in which the AFM administered the royalty fund in 1947 and 1948. From April 1 to Dec. 31, he said, the union gave 10,000 individual performances and paid out $1.5 million in fees to musicians.

"From a cursory examination of their records," he said, "it would seem that their fund has been extremely well and carefully administered."

In compliance with the trust agreement, Mr. Rosenbaum is expected to establish a New York office shortly to administer the fund.

Trade Associations

(Continued from page 26)

hikes in the items of expense will probably bring profits to a low that will frighten some of the old timers in the business. These developments will lead management to a very close scrutiny of operating budgets and many of the excessive expenditures in labor, promotion and programming will be whittled down.

"If FM receiver distribution develops as expected, we may see some FM stations going into the black because of their ability to deliver more sizeable audiences. Television stations also can be expected to come nearer to breaking even as the increase in set ownership justifies the rate increases which must occur before television broadcasters can hope to come out of the red. We cannot long persist in a situation such as now exists in television where everyone in television makes money except the broadcaster."

"Television is in harmony with the times and the same 'sweet tune' will be sung in 1949, 1950, 1951, 1952 ad infinitum," says J. R. Poppele, president of Television Broadcasters Assn.

"The 'sweet tune' is tinged with the glow of prosperity, and prosperity makes for a happy industry.

Mr. Poppele

"Projecting one's view on television into the foreseeable future is very easy: Weather clear, ceiling unlimited!

"Wasn't 1948 a year though? Watch 1949!

"Here's how the picture shapes up—and it's brighter, clearer, sharper and more penetrating—for the next 12 months. With the end of the winter will come the end of the 'freeze.' The thaw may hang on during a good part of the spring, but the summer's 'heat' will certainly do the trick. When the defrosting process ends, the sorely-tried 'outsiders' will have their applications assuaged with the liniment of freedom to proceed.

"New stations will blossom over the country, freeze or no freeze. At the year's end there were over 70 under construction and better than two-thirds of this number will be wafting electronic pulses from bat-wing to dipole before the aroma of the 1949 Tournament of Roses fills the air. That will make for at least 100 stations by the year's end.

"Receivers? The more the merrier! Some say 2 million will be grabbed off dealers' shelves during the coming 12 months. The manufacturers guarantee *at least* that many. Some of the more optimistic producers claim 200,000 additional sets will be tagged on to the 2 million due to come off the production lines.

"Networks? The first big date for 1949 is Jan. 11 when east meets west, as AT&T literally drives another 'golden spike.' After that the sponsors should come running—the circulation is charging ever higher and so is the value of the video-medium. Spurs from this great regional network will make possible even more extensive service in the area covered by coax and microwave links.

"Coast to coast by 1950?

"It's not in the cards right now—but who can foresee what may come to pass?

"The sum and substance of this forecast is that television has hitched its potentials to a meteor—and whizzzzzz!"

Mitchell Sees Progress

Maurice B. Mitchell, NAB director of broadcast advertising, foresees important industry progress as the All-Radio Presentation is completed by NAB convention time and then presented at showings all over the country. He calls it the "most important step in commercial radio during 1948."

Mr. Mitchell

This major industrywide selling effort will be a heavy weapon in the 1949 battle for the advertising dollar, he said, marking the beginning of "a new era in radio selling." This era, he contends, "will be one in which in markets large and small throughout the nation, in the offices and board rooms of the country's key manufacturers, retailers and agencies, radio is planning to make a pitch that will start with the powerful All Radio Presentation and go on from there.

"A key to radio's outlook for '49 can be found in the growing strength this medium is developing in two vital business classifications—local and national spot. This recognition of radio's ability to deliver the goods more effectively and less expensively for the retailer as well as the national advertiser who needs strong support in spot markets is snowballing so rapidly that newspapers have hurriedly shifted their selling approach.

"They are now worriedly telling each other what broadcasters have long known: 'All Business Is Local.' More local advertising volume for radio in 1949 in the face of skyrocketing space rates is a foregone conclusion, and the continuation of this trend for another few years will firmly establish radio's dominance in every phase of consumer advertising."

FM Set Production Soaring

Rapid expansion of FM's audience in 1949 is foreseen by Bill Bailey, FMA executive director, aided by soaring FM set production. Several new straight FM sets and low-cost AM-FM models are in the offing.

Mr. Bailey

Transit Radio and Storecasting will be important developments, he believes, bring increased revenue to FM stations. As the year ends, 700 commercial stations are on the air compared to half that number a year ago. Many of them report operations out of the red, according to Mr. Bailey. He says all indications point to continued growth of FM and its acceptance by advertisers as an established medium.

McKINNEY INC.

Firm to Represent Radio

EVERETT-McKINNEY Inc., former radio department of J. P. McKinney & Son, newspaper representative, has splintered from the parent group and is forming a new corporation to represent radio stations exclusively.

The new organization has taken offices at 40 E. 49 St., New York. Other offices are at 400 N. Michigan Ave., Chicago; 6912 Hollywood Blvd., Hollywood, and 681 Market St. San Francisco.

A NEW HOME — NEW 5000 WATTS POWER!

SERVING A TREMENDOUS, EXPANDING 3-CITY MARKET

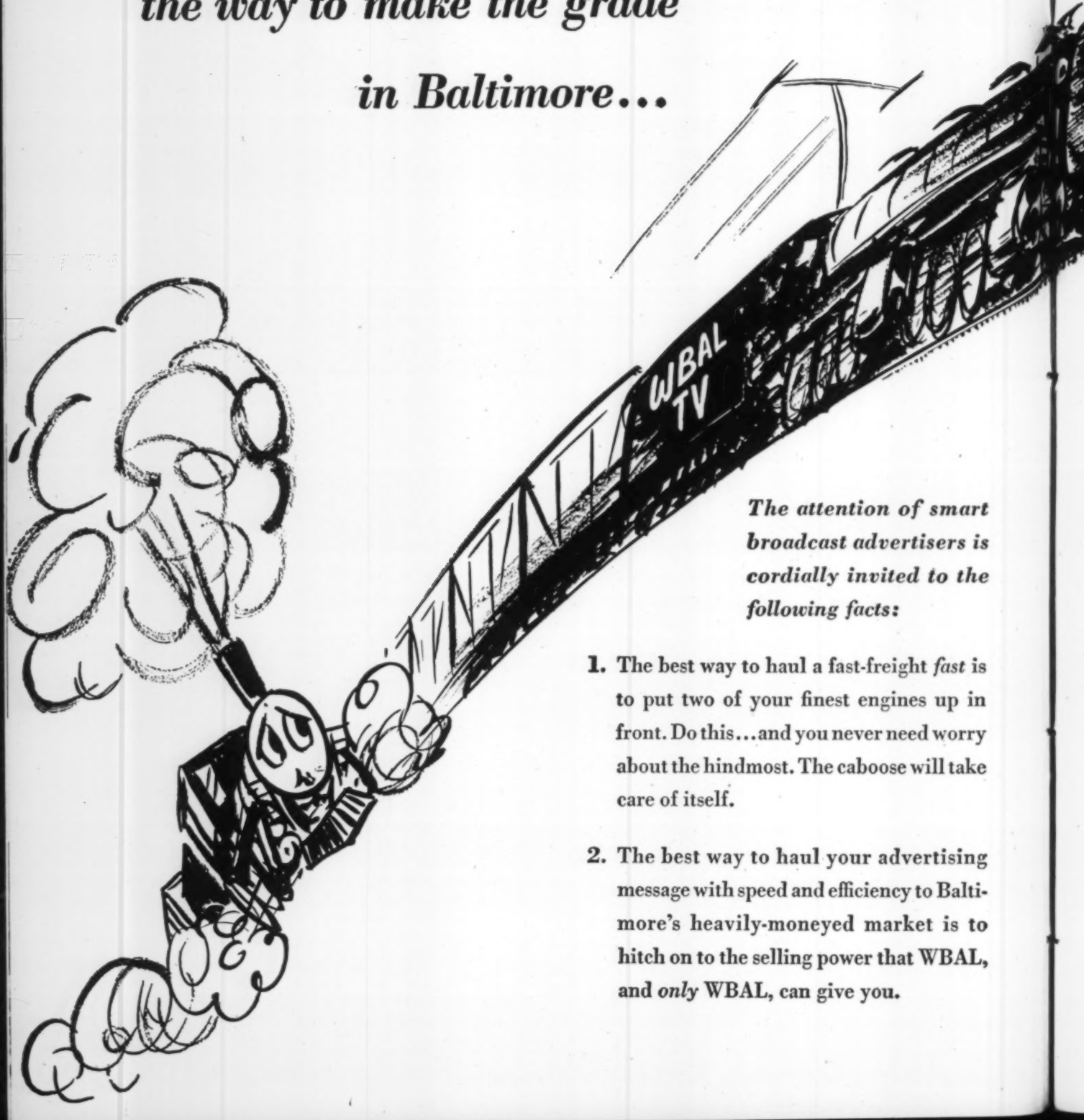
KFDM announces increased power to better serve one of the most thriving and prosperous areas in our country, and a new home in a fine old mansion which contrasts vivdly with the vast, bustling oil industry . . . the new and growing chemical empire . . . agriculture . . . lumbering . . . shipbuilding! Remember, KFDM delivers BEAUMONT, PORT ARTHUR, and ORANGE — the three KEY CITIES of this important Gulf Coast Market.

K F D M

BEAUMONT, TEXAS
"Delivering A 3-City Market"
5000 WATTS • 560 KILOCYCLES
Affiliated with **ABC** and **LONE STAR CHAIN**

Represented By
FREE and PETERS, Inc.

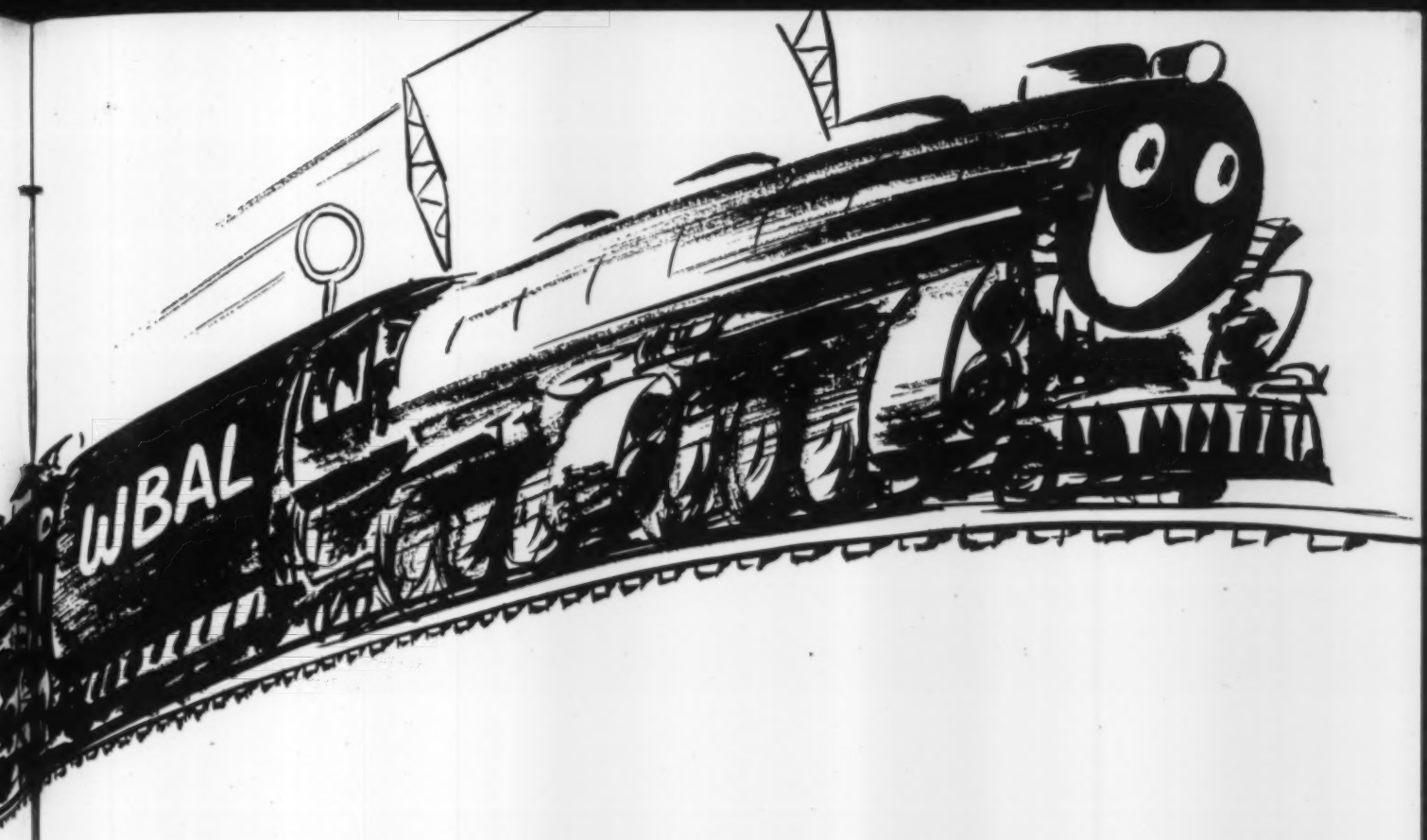
the way to make the grade in Baltimore...



The attention of smart broadcast advertisers is cordially invited to the following facts:

1. **The best way to haul a fast-freight *fast* is to put two of your finest engines up in front. Do this... and you never need worry about the hindmost. The caboose will take care of itself.**

2. **The best way to haul your advertising message with speed and efficiency to Baltimore's heavily-moneyed market is to hitch on to the selling power that WBAL, and *only* WBAL, can give you.**



two are always better than one...

WBAL is the only broadcaster in Baltimore offering both AM and Television. This combination... as we don't have to tell you... presents enormous selling possibilities. Your television show reinforces and strengthens your radio offering, and vice-versa. The talent you present in one medium receives wide recognition and publicity from its appearances in the other. And the products or services which you sell can be double-merchandized, in both audio and video mediums, so effectively that each separate commercial has an extra selling power that will make your strongest competitor blush. No need to take our word alone for this. In our Baltimore offices we have a long list*. It contains names you'll have no trouble recognizing. All advertise over WBAL and WBAL-TV... all appreciate the fact that...

in Baltimore, only WBAL offers both...

*You can get the same information, and a lot more that's just as interesting, from our national representatives, Edward Petry & Co.

WBAL
1090 KC 50 KW
NBC Affiliate

WBAL-TV
Channel 11 36.2 KW
NBC Affiliate

2610 North Charles Street
Baltimore 18, Md.

WBAL and WBAL-TV
Mean Business in Baltimore!

Editorial

Seattle Straw

THERE'S BIG news from the West Coast.

In Seattle, the AFRA local has notified stations that it is willing to forego negotiations for a new contract in 1949, and let the present deal stand.

Such a step would not have been taken without the acquiescence of national headquarters. It indicates that labor has recognized that it is scraping the bottom of the radio barrel on wages and conditions.

The West Coast for some months has been feeling the economic pinch. While conditions generally are good, there are plentiful signs that the cost spiral has reached its peak and that living costs gradually should recede.

We hope the Seattle labor straw-in-the-wind is a harbinger of a national trend. It's the first hopeful sign of a possible return to stability and something approaching normalcy.

WHEN the late FDR asked the late Anning S. Prall to become FCC chairman in 1934, he told him the job ranked second only to the Presidency in importance. A Senate subcommittee recommending salary increases, puts the FCC at the bottom of the list, with boosts for chairman and members from $10,000 to $17,500. Many other agency heads would get $22,500, and another flock, $20,000. If what FDR told Mr. Prall is correct (and we believe it is) why the step-child attitude to the FCC?

Grotesque Radio Law

MUCH TO-DO may be made in the months ahead about the opinion last week of the U. S. Court of Appeals for the District of Columbia in the so-called Brockton case wherein the FCC selected one applicant over two others for the same local facility in the same general area in Massachusetts.

One of the unsuccessful applicants appealed, largely on the ground that the FCC based its action upon the so-called "quantitative analysis" of commercial versus sustaining programs proposed by the applicants. That would be in the fashion of invoking the Blue Book formula.

While the appellate court, in an opinion by District Judge Matthew McGuire, who was "on loan" from the court below, used strong language in holding that the FCC may inquire into the sustaining time a prospective licensee purports to reserve, it nevertheless concluded that this was not the "controlling" reason for the Commission's action. The test applied was that of "public interest, convenience or necessity." But the court does not attempt to define that ephemeral phrase. Nor has any other court. Nor has Congress.

The unsuccessful applicant offered about 95% commercial time and contended this was none of the FCC's business, since to interfere with programs constituted censorship. The successful applicant proposed a 40% commercial schedule.

This opinion is another in the line of confused and befuddled interpretations of a law written 21 years ago.

We hope this case finds its way to the Supreme Court. Without a high court review more loose dicta will be added to an almost grotesque body of radio legal precedent.

Whither 1949?

FROM NOW until after New Year's, open season reigns for predictions on 1949. Captains of industry, tycoons of Wall Street, oracles of government, men of science, and the pundits and commentators will give vent to their views. Inevitably, a majority of them will see ahead the "Year of Decision."

Will there be war or peace? Will the inflationary spiral be curbed? Will excess profits taxes be reimposed? Will Taft-Hartley go all the way out, or just part way? Will President Truman veer right or left, or steer a center course?

Many industries and pursuits have undergone more or less drastic change since the war's end. But none has experienced the scientific, economic and man-made developments that portend a metamorphosis in the mass radio arts, and in the mass advertising media.

Will 1949 be the "Year of Decision" for radio?

Our guess is that there will be many decisions, but that none will be "summary" ones. Television, and to a lesser extent FM, have introduced factors that are destined to bring economic changes. These changes, however, are likely to be evolutionary—readjustments rather than dislocations.

In this issue there is an analysis of our year-end business round-up. It isn't a gloomy picture, either for *sound* radio or for television. It isn't a depressing one for business generally.

There are other "decisions" which, during the next year, may be of greater significance. Television has an allocations problem that is far from solved. Legislation at the next session is a question mark. If there's to be a rigid limitation on the number of TV stations, there will be a concurrent legislative effort to cloak that almost fabulous medium with greater regulatory controls.

Economically, the big job of radio is to sell radio for what it is—the most comprehensive and all-inclusive advertising medium ever devised. Whether it's AM or FM, it's sound radio and for the most part, both are broadcasting identical programs.

The big job, economically, for television is to sell itself as more than an advertising medium. It is a sales and demonstrating medium. It should be considered as part and parcel of the advertiser's sales budget, and not alone its advertising budget. Advertisers and agencies must be indoctrinated with the knowledge that radio and television are *different* media, and that the budget used for the visual medium should not be subtracted from the aural, or vice versa.

If 1949 is that "Year of Decision," it is a decision as to wisdom in sales approach and in prudent management. Television has the glamour and the momentum, as well as an amazing success story. *Sound* radio has the coverage and the impact and the programs and the story of a hundred thousand sales successes. It needs only the resourcefulness and the means of cushioning the transition, however slight or drastic, so that there will be a minimum of dislocations. The printed media and the movies have far more to concern them —and the wiser heads know it.

In all this tumult among the media, FM's pace has been the least spectacular these past few months. FM has the quality voice. It has the advantage of uniform day and night coverage. FM has not taken advantage of its advantages. If it doesn't shout them from its antenna-tops in a well-greased campaign, 1949 could well be its "Year of Decision."

Our Respects To —

FRANK MILTON HEADLEY

THE RELENTLESS determination of the recently organized National Assn. of Radio Station Representatives to track down every possible customer for spot radio time was indisputably revealed in its selection of a president. The man picked to head the NARSR is a former agent of the FBI.

Frank M. Headley, 40-year-old president of Headley-Reed Co. and the new president of NARSR, spent two years pursuing, and often overtaking, gunmen, extorters, kidnappers and assorted thieves before he entered radio, which presumably is a milder business.

In radio sales the chase for business is as breathless, if not as perilous, as the G-man's pursuit of crooks. It is a tribute to Mr. Headley's vigor that at the end of more than 12 years of radio station representing he is so slightly winded that he is willing to take on the additional duties as head of a trade organization.

Mr. Headley's first job in radio was general manager of the radio division of Kelly-Smith Co., a seasoned newspaper representative firm. The radio division, formed a couple of months before he joined it, started with a list of three stations—WSGN Birmingham, WSJS Winston-Salem and WROK Rockford, Ill.—which Mr. Headley's company still represents.

Three years after he joined Kelly-Smith Co., the radio division was separated from the newspaper representative firm and incorporated as the Headley-Reed Co., although still owned by Frank Miller, owner of Kelly-Smith. Mr. Headley was made president.

Mr. Miller currently retains the principal ownership of Headley-Reed, but Mr. Headley and Dwight Reed, who heads the Chicago office, are part owners.

Since Mr. Headley's tenure, the Kelly-Smith radio division and the subsequent Headley-Reed Co. have increased the client list to 30 stations.

The president of Headley-Reed is an Iowa boy, born in Webster City Feb. 20, 1908. His father, a Standard Oil Co. executive, was often transferred from city to city within the state, a fact accounting for young Frank's attendance at public schools in Carroll, Council Bluffs, Des Moines and Marshalltown, Iowa.

Mr. Headley's first professional inclination was to law. He graduated with an LL.B. degree from Creighton U., Omaha, in 1930. The year of his graduation was not a propitious one for fledgling lawyers, and when Mr. Headley was offered a job as a salesman for Standard Oil, he leaped for it with the acumen

(Continued on page 54)

So you're looking for a Top Market!

Then look at OREGON...with its phenomenal postwar growth...second in the nation! From 412,000 families in 1946 to 477,900 families in 1948, that's the record!

IN PORTLAND ALONE...

there are 140,290 families . . . and 98 percent of them own radios.

KOIN CONTINUES TO DOMINATE...

in this great and growing market. KOIN is a leader in community affairs, with three of its executive personnel alone affiliated directly with 29 community activities. It is a station with experience . . . a station with (you'll pardon the expression) know-how. (Anyone with KOIN less than ten years is a newcomer. Its junior announcer has been with the station for seven.)

KOIN WILL CONTINUE TO LEAD...

because of its sound program structure and its aggressive, effective management policies.

OREGON . . . a growing population—a most important market!

KOIN . . . THE station to reach that market.

CBS

AVERY-KNODEL, Inc.
National Representatives

KOIN

and...
KOIN F·M

A *Marshall Field* STATION

PORTLAND, OREGON

Labor

(Continued from page 24)

venerable Actors Equity, Chorus Equity, American Guild of Musical Artists, and AFRA—all members of the AFL Associated Actors & Artists of America—had progressed to the point where it soon would be necessary to submit the plans to the various union memberships involved for final action.

Meanwhile, an agreement was tentatively reached, conditioned upon merger of the four going through, that there be a partnership in television between the merged group and the Screen Actors Guild in Hollywood. The merged group and SAG each agreed to contribute $100,000 for use in television organization and that all TV bargaining contracts would be approved by both partners.

Merger, however, seemed likely to have its own headaches before it completed its gestation period. One such disorder was threatened from outside the four unions involved—from American Guild of Variety Artists. AGVA was being invited to join the merger by the members of the two partnership groups, but AGVA officials had already gone on record against any merger that did not include it and all other 4A unions. Dewey Barton, national administrative secretary of AGVA, said the constitutional basis of the proposed merger might be challenged by his organization.

No Major Problems

For its part, AFRA foresaw no other major problems in the coming year. Its master contract for networks runs until November 1950. It expects to extend organizational activities to new stations and, legislatively, to work for repeal of the Taft-Hartley Law.

Not only talent unions, but also technical workers were beginning to scrap over television jurisdiction. Four unions at least would be increasingly concerned with engineers and technicians in television —IATSE, NABET, IBEW and ACA, all AFL unions except for the ACA, which is CIO.

Richard F. Walsh, president of International Alliance of Theatrical Stage Employes, called TV one of the chief problems concerning IATSE at its August convention. He indicated IATSE would move into television strenuously. The union took advantage of the T-H Law to seize jurisdiction over TV engineers at WFIL-TV Philadelphia from American Communications Assn. The latter's members were barred from an NLRB election because ACA top officers had not taken non-Communist affidavits required by the T-H Law.

ACA, whose broadcast department is a vertical union covering some 700 employes in 30 stations along the eastern seaboard, was planning an aggressive organizational drive in 1949. It plans to use stations presently under contract as a base for organization of nearby outlets.

All ACA contracts come up for renegotiation during 1949, but, according to William Bender, vice president of the broadcast department, since 90% of them do not expire until the end of the year, it is too early to plot wage demands. He said, however, that such demands will be in accordance with patterns established by industry generally by that time.

IBEW Contracts

The International Brotherhood of Electrical Workers' major contract is the two-year pact with CBS, expiring in May. It is expected that in this agreement and in others negotiated around the country, the IBEW will plug for reinstatement of preferential hiring (union gets first crack at sending the employer a man to fill the job).

National Assn. of Broadcast Engineers and Technicians two-year contracts, covering 600 technical workers at NBC and ABC and 100 at WOR-Mutual, will expire in May and it is expected renewal negotiations will begin in March. Its negotiation plans have not yet been developed by the executive board. The union, however, is expanding in New York and plans, as part of its 1949 expansion, to open a full-time office in Hollywood.

Radio and Television Directors Guild, operating often among high-level employes, was at the year's end striving for its first contract between freelance radio directors and sponsors, agencies and networks.

Parleys were still in the preliminary stages, but reports drifting out indicated that if a contract did not immediately result, a code governing fees and working conditions might be a concrete development.

Sixty days before the end of 1949, the RTDG will commence renegotiating all its AM network contracts for directors and associate directors. One of its big problems for the coming year is whether it can become the bargaining agent for such supervisory employes as television directors. Currently, it is in deadlock over this point with WJZ-TV New York.

Radio Writers Guild's contracts with the networks for freelance writers and the agreement it hopes soon to reach with agencies, sponsors and package producers will both be openable in November for adjustment of minimum fees. Its network contracts for staff writers will also be renegotiated during the year.

The Radio Guild, Local 50, United Office and Professional Workers of America, CIO, has just renewed a one-year agreement with CBS covering 650 white collar workers, providing for wage increases averaging about $4 weekly. During the coming year, it has several other smaller contracts which will be up for renegotiation. An effort will be made to obtain further wage increases and a 35-hour week.

TRANSFERS

Hulman Given Control Of WTHI, WTHI-FM

ACQUISITION of control of WTHI and WTHI-FM Terre Haute, Ind. by Anton Hulman Jr., already a 39.6% stockholder, was one of four transfers and assignments approved by FCC last week.

Mr. Hulman acquires control through the purchase of 42.05% held by Frank E. McKinney, identified with several stations in that area, ABC Vice President Robert H. Hinckley, and three associates: Frank M. McHale, Chester L. Robinson, and David Lewis. Total purchase price is $52,563 [BROADCASTING, July 26]. WTHI is on 1480 kc with 1 kw and is affiliated with ABC.

Other assignments given FCC approval:

KBMY Billings, Mont. (1240 kc, 250 w)—Robert E. and Willard Mulvaney sell their respective 16-2/3% interests for $10,000 each, to the remaining partners: Don C. and John W. Foote, Horace S. Davis, and Rockwood Brown [BROADCASTING, **Sept. 27**].

WGNS Murfreesboro, Tenn. (1450 kc, 250 w)—S. D. Wooten sells his one-third interest to the two remaining partners, Cecil N. Elrod and Cecil N. Elrod Jr., for $11,250, with Mrs. Elrod Sr. becoming a one-third owner. The license transfers from Murfreesboro Broadcasting Service to WGNS Inc., a new corporation of which Mr. Elrod Jr. is president, Mr. Elrod Sr. is secretary-treasurer, and Mrs. Elrod Sr. is vice president [BROADCASTING, **Nov. 8**].

WHSY Hattiesburg, Miss. (1220 kc, 250 w, day)—Transfer from Charles W. Holt, Marvin Ruben and Vernon J. Cheek doing business as Hub City Broadcasting Co., to corporation of same name. Original owners hold 25% each, and William W. Hunt, part owner of WTOK Meridian, Miss., and Howard E. Pill of WSFA Montgomery, Ala.,

★

WDAK Columbus, Ga. and WTOK acquire 12½% each for $4,000 [BROADCASTING, **Sept. 20**].

JOHN McSWEENEY

Leaves Pearson for P&R

JOHN H. McSWEENEY, who has been with the John E. Pearson Co., station representative, New York, for five years, joins Pedlar & Ryan, New York, as a timebuyer, effective Jan. 3. Mr. McSweeney succeeds Mary Dunlavey, who resigned from the agency a fortnight ago [BROADCASTING, Dec. 20].

Mr. McSweeney

John S. Stewart, who has been with the William G. Rambeau Co., station representative, for the past two and a half years, will take over Mr. McSweeney's position with the Pearson Co. in New York effective the same day.

Prior to his association with the Pearson Co., Mr. McSweeney was with Compton Adv. for two years and with Paris & Peart for one year. Before that he was with the *Chicago Tribune* for seven and a half years.

Mr. Stewart was with Ruthrauff & Ryan for four years as a timebuyer. In 1943 he entered the Air Corps and served as radio operator and gunner on a B-17 in the 8th Air Force. He rejoined R&R upon his return and later went with Rambeau.

HAL ROACH TV

New Firm Producing Films

START of production on six new films for television got under way in Hollywood last Wednesday (Dec. 22) with announcement of the formation of Hal Roach Television Corp.

Simultaneously it was disclosed that a contract was being drafted between the new corporation and William Morris Agency, under which latter will handle distribution exclusively. George Gruskin, West Coast radio-television head of William Morris, said that final papers would be signed between Abe Lastfogel, Morris head, and Hal Roach Sr., for the producing company.

Although the actual corporation was organized in California for considerably less, Mr. Roach said that $6 million was available. Claiming control of the company with slightly less than 50% of the stock, Mr. Roach said that others associated with him financially were: Tom Bragg, New York financier; Irving Florsheim, shoe manufacturing executive; Charles Lick, executive of the Los Angeles Brewing Co.; Earl Gilmore, Los Angeles oilman and sportsman; Clare Bronson, Los Angeles real estate man.

Production on all six of the films is to be completed by Jan. 6, with agencies able to have a look-see by February.

Among the audition files of the projected six series Mr. Roach said all were half-hours. He broke them down as follows: *Sadie & Sally*—comedy; *Brown Family*—family comedy situation; *Botsford's Beanery*—slapstick featuring waitress and barber; *Puddle Patch Club*—kid format; *Foo Yung*—comedy mystery; *Our Main Street*—drama.

Coincident with announcement of his television plans, Mr. Roach said that his studio would turn out only films for television and that he was through producing for theatre consumption.

Kellogg on ABC TV

KELLOGG Co., Battle Creek, Mich., on behalf of its cereal products, will sponsor *The Singing Lady* over ABC's entire eastern and midwestern television networks. The 52-week contract, effective Sunday, Feb. 13, 6:30-7 p.m. EST, was signed through N. W. Ayer & Son, New York.

Delaware's Home Owned and Operated Radio Station

WAMS

1000 Watts • 1380 Kc's • Day and Night

Wilmington Delaware

Announces Its Affiliation for Delaware With the

MUTUAL BROADCASTING SYSTEM

And the Appointment of

WEED & CO.

As National Representatives

Wilmington Tri-State Broadcasting Company, Inc.

George L. Sutherland

Vice President and General Manager

WAMS
1000 WATTS

MUTUAL
BROADCASTING SYSTEM

WAMS-FM
20,000 WATTS

FCC 'Policy' Year

(Continued from page 25)

ollary problems developed to prompt FCC to freeze licensing while the answers are being sought.

It seems unlikely that licensing will be resumed before spring, and pessimistic observers put the probable date much later.

Inevitably interwoven with this exclusively VHF question is that of the UHF—that band between 475-890 mc which for years has been hailed as the ultimate home of television and its only hope of adequate space for a nation-wide, competitive system.

Is UHF Usable Now?

The question is whether the UHF is usable now, from a practical standpoint. The problem is further complicated by the prospects for color television, a factor which concededly must be considered in any UHF allocation if there is to be assurance that color won't be effectively precluded.

Other facets of the television problem include such major questions as Stratovision and the use of directional antennas, and, in another field, whether the Supreme Court's anti-trust decision against the major film producers will affect those firms' qualifications as licensees not only in TV but also in AM and FM.

A final decision on the Paramount-DuMont question also is on the Commission's 1949 agenda. In a proposed decision earlier this month FCC held that Paramount controls DuMont, which would mean denial of five pending TV applications of the two companies since the firms between them already have five television stations, the maximum permitted by FCC rules. If made final, the decision may be taken into the courts.

FCC has completed lengthy hearings on the American Telephone & Telegraph Co.'s policy against interconnection of its network television facilities with those of private companies which duplicate AT&T routes. The decision on the validity of this policy, followed by an exhaustive investigation of the lawfulness and reasonableness of the network TV rates of both AT&T and Western Union, is scheduled for 1949.

Clear-Channel Question

Another major question to be decided in 1949 is the perennial clear-channel case. The case was closed last January after almost three years of studies and hearings. But issuance of a decision was held up while the Senate Interstate & Foreign Commerce Committee pondered a bill in which the issues were basically the same: Whether to break down the clears and whether to keep the power ceiling at 50 kw.

Subsequently freed of the Congressional committee's injunction to hold up, FCC reinstituted its work on a decision a few months ago and has been expected to complete its study and release its findings early in 1949.

Lately, however, there have been recurring reports that further consultations with key Congressional figures will precede actual issuance of the decision.

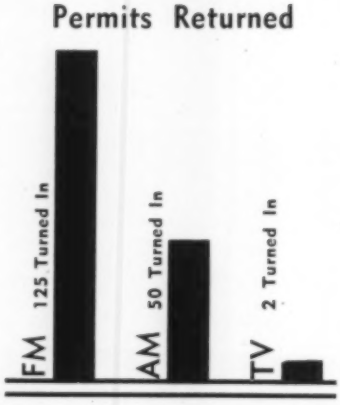
Closely linked with the clear-channel decision is U. S. preparation for the international conference to be held in Canada next September to negotiate a new North American Regional Broadcasting Agreement (NARBA).

The NARBA conference was scheduled last September but was postponed, at least partially because of FCC's inability to get out its clear-channel decision.

Another policy question with international considerations is the use to be made of 540 kc, which was added to the broadcast band by the Atlantic City Conference subject to agreement among the NARBA nations. FCC may institute a proposed rule-making proceeding on this subject in the near future.

Other Problems

High-policy questions on which hearings or oral argument have been held, but on which no decisions have been announced, are those involving (1) the Mayflower edict against editorializing by stations; (2) a definition of giveaway programs which FCC would consider to be in violation of the lottery laws, and (3) the right of networks to serve as national spot advertising representatives for affiliated stations, on which the closing session of hearings is slated to start Jan. 3.



The Commission also has announced, but not yet heard argument on, a proposal to set up numerical tables governing common ownership of stations and putting a limit on the number of minority radio interests one person or company may have. Oral argument is scheduled Jan. 17.

Another pending proposal, designed to speed FCC's work, would permit the use of examiners' recommended decisions as the Commission's proposed decisions.

In the investigatory field, FCC has called a hearing on the news policies of G. A. (Dick) Richards, involving his KMPC Los Angeles, WGAR Cleveland, and WJR Detroit. The FCC staff also has completed an investigation of the Arde Bulova radio operations (WOV and WNEW New York), but the Commission has not acted on the staff report.

Heard but still pending are the competitive renewal application of WBAL Baltimore and the application of columnists Drew Pearson and Robert S. Allen for WBAL's clear-channel facilities (1090 kc, 50 kw).

Commission Policy

Early in the past year the Commission enunciated a policy which has been the keynote of succeeding decisions—a policy of judging stations' operations on the basis of their "fairness" in dealing with divergent or opposing groups. The policy was laid down in the New York FM decision and was the keystone of the approved, but not yet issued, decision on the "Mayflower" question.

One of the principal policy decisions of the Commission in 1948 was the "Port Huron case," which held that political broadcasts may not be "censored" even for libel or slander. For this FCC was slapped by a federal court in Houston and by the House Select Committee to Investigate the FCC. But the decision is still on the books, although officials clarified it orally by assuring that it is not an "order" and that cases will continue to be judged on their respective, individual merits.

Other policy questions with which the Commission dealt in 1948 included: Establishment of standards for commercial facsimile; issuance of a decision holding that programs supplying horse-race information are not against the public interest so long as they are part of balanced overall programming; abolition of special temporary authorizations in AM, effective Aug. 16.

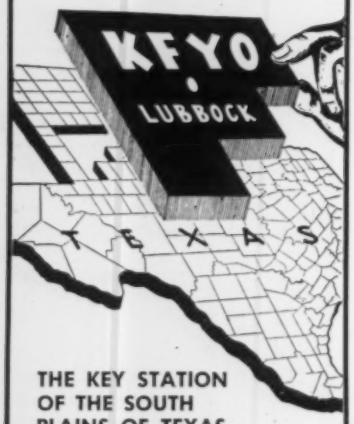
The Commission lost its most outspoken, left-wing member during 1948 and got its first woman member when Clifford J. Durr retired to private practice at the end of his term on June 30 and was succeeded by Miss Frieda B. Hennock, New York attorney.

The term of Comr. E. M. Webster, engineer and specialist in safety and special service matters, expires June 30, 1949. He has not indicated whether he would accept reappointment.

For the Record

IN BROADCASTING's report of the settlement of the recording ban in its Dec. 20 issue, an error was made in one comparison of the old and new schedules of royalty fees. The old royalty rate on records retailing at $1 to $1.50 was 2½% per record. The new royalty rate is 1¼% of the retail price of records selling for from $1 to $1.25 and 2½ cents per record on those selling from $1.25 to $1.50.

You Can't Complete This Picture Without



THE KEY STATION OF THE SOUTH PLAINS OF TEXAS

Because it's the CENTRAL SELLING FORCE of the vast geographical, trading, financial, industrial, commercial, and educational center located at Lubbock . . . BECAUSE it can open the door to this multi-million dollar market it's a KEY station—KFYO—the station with the consistent clear signal. 1340 on the dial.

affiliated with
AMERICAN BROADCASTING CO., Inc.
LONE STAR CHAIN

Represented by
TAYLOR-BORROFF & CO., INC.

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.
NBC AFFILIATE

NEW FTC HEAD

Freer Successor Unnamed

WITH Robert E. Freer preparing to submit to President Truman his formal resignation from the Federal Trade Commission sometime this week (see separate story), speculation as to his successor is rampant. Two defeated Congressmen—Sen. John S. Cooper (R-Ky.) and Rep. John W. Gwynne (R-Iowa)—head the list of likely prospects.

Mr. Freer said he did not know whether he would tender his resignation to the President in person or in writing. Any Presidential consideration of a candidate awaits his official resignation. The FTC chairman is retiring Dec. 31 to enter private law practice because of financial reasons, and his successor to a Commission post will be chosen from Republican ranks [BROADCASTING, Nov. 22, 1]. No appointment was expected to be forthcoming until after the Inaugural.

Other possibilities for a Commissionership include Rep. Frank Keefe (R-Wis.); Harry Babcock, FTC member in charge of the Bureau of Legal Investigation; Lyn Paulson and Austin Forkner, FTC attorneys; Cyrus B. Austin, New York attorney and formerly with FTC; Douglas Hartman, administrative aid to Sen. Owen Brewster (R-Me.); S. Chesterfield Oppenheim, professor, George Washington U.; H. J. Kenner, former head of N. Y. Better Business Bureau; Hugo Prucha, an Ohio attorney; George Meredith, Senate Small Business Committee director, and Willis Ballinger, House Small Business Committee advisor and former FTC economist.

Sen. Cooper, who was elected to the Senate in 1946, was active on the Senate Judiciary Committee in behalf of export controls for the government.

Rep. Gwynne was active in Congress for 20 years, serving on the House Judiciary Committee, during which time he urged passage of a bill extending FTC power over corporate mergers. Author of the bill was Estes Kefauver (D-Tenn.), a Senator-elect and former Congressman himself, who has initiated the push behind support for the defeated Congressman. The Senator-elect reportedly was responsible for the appointment of D. C. Daniel as FTC secretary.

MBS ATLANTA

Godwin Heads New Office

CREATION of a new southern office, and appointment of Charles W. Godwin, MBS director of station relations, as its manager, was announced last week by Edgar Kobak, network president. The southern office, with headquarters in Atlanta, will handle station relations, sales and programming in conjunction with those departments of the national organization, Mr. Kobak said. Mr. Godwin will assume his new duties shortly after the New Year.

"The growth of the southern section as an important advertisers' market, and the expansion and improvement of Mutual's station facilities in the entire southern sector makes this closer-to-the-scene activity necessary. The establishment of an office in Atlanta is also part of the corresponding expansion and realignment of the Mutual organization which is now in progress," Mr. Kobak added.

AFRA RENEWS?

Notifies Seattle Stations

(See Editorial, Page 38)

AFRA'S Seattle local is willing to continue the present contract with area stations, the union has notified broadcasters following a membership meeting. Notice of the attitude was expressed by Gordon Tuell, chapter president, in a letter to Seattle stations.

The AFRA negotiating committee has weighed the "wearisome and time-consuming aspects" of contract negotiations, Mr. Tuell wrote, and recommended that AFRA not instigate opening of the present contract effective to Feb. 15, 1950. The recommendation was adopted by the membership when stations had not indicated intent to reopen the contracts.

Mr. Tuell added, "AFRA does not intend to give the impression that we are entirely satisfied with all phases of our present contract. However, it is our feeling that many of the difficulties encountered in working under our 1948 agreement can be worked out in discussions rather than over the negotiating table.

"We would like to take this opportunity to restate the principle that fees and schedules as stated in our contracts are intended only as minimums, and in no way restrict the stations from recognizing and rewarding superior ability or unusual responsibility in their AFRA employes."

AD COUNCIL

Listener Impressions Are Reported

RADIO support for Advertising Council public service campaigns during the first 45 weeks of 1948 produced an estimated total of 12,469,135,000 listener impressions, the Council reported last week.

A summary of the traceable advertising support given by advertisers and media to Council campaigns during 1948 predicts that the number of listener impressions—each being one message heard once by one listener—would reach a total of 14½ billion by the end of the year.

The five Council campaigns receiving the greatest radio support this year were, in order of circulation received: The 1948 Red Cross fund, American Heritage, U. S. Savings Bonds, Stop Accidents (home, traffic, farm), Hospital Careers (student nurse recruitment).

Others of the 14 major council projects which received major radio support were: United America, Community Chests, Fight Tuberculosis, CARE, Improve Our Schools, Prevent Forest Fires, Our New Army (later became Joint Armed Services), Conserve Fuel Oil, Crusade for Children (UNAC).

"Public service material was broadcast on practically every network commercial program and on sustaining and cooperative programs of the four national networks, ABC, CBS, Mutual and NBC," the Council said. "Dozens of regional advertisers likewise carried public service messages on their radio programs on a regular schedule."

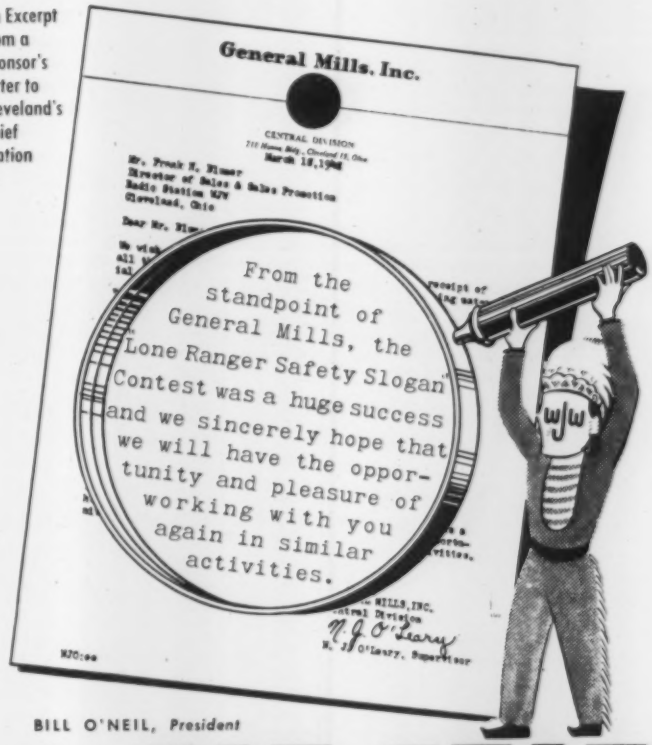
The 28 miscellaneous projects receiving minor radio support during 1948 were: Navy Recruiting, G. I. Insurance, National Guard, Foster Parents Plan for War Children, Christmas Seals, Employ the Physically Handicapped, Marine Corps, March of Dimes, World Trade, Cancer Society, National Heart Week, Four-H Clubs, Easter Seals, Girl Scouts, Campfire Girls, Freedom Gardens, National Boys Club Week, United Negro College Fund, Home Demonstration Week, Rat Control, Food Conservation, Army Nurse Recruiting, U. S. Coast Guard, Youth Month, Fire Prevention Week, United Nations Day, Navy Day, Junior Red Cross.

These programs were listed in the radio bulletin, which the Advertising Council issues every two months to radio advertisers, advertising agencies, networks and program producers.

Each week the NAB lists the Council's top-priority campaigns in the NAB report to stations.

The Air Wave Twins
WVJS
and
WVJS-FM
present
THE
"HAMMY QUIZ"
What Station is "First in Sports" in the Tri-State Area?
DOROTHY A. WOLLHEIM,
Radio Acct. Exec. for MADISON ADVERTISING CO. knows that WVJS in Owensboro, Ky., Has Established This Reputation—and because SHE KNOWS THIS—
THE RAMBEAU MAN WILL PRESENT HER WITH A FINE KY. CHESTERFIELD HAM!
Rambeau's The Rep.
Malcolm Greep, Gen'l Mgr. • John T. Rutledge, Com'l Mgr.

An Excerpt from a Sponsor's letter to Cleveland's Chief Station


General Mills, Inc.
From the standpoint of General Mills, the Lone Ranger Safety Slogan Contest was a huge success and we sincerely hope that we will have the opportunity and pleasure of working with you again in similar activities.
wjw

BILL O'NEIL, *President*

WJW

BASIC ABC Network

CLEVELAND

850 KC 5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

TV PRODUCERS

Plan 4-Way Joint Action

JOINT action in four realms of television production is being taken by Independent Television Producers Assn., New York, and Television Producers Assn., Hollywood. Action follows recent meeting betweeen heads of these two groups and Television Film Producers Assn., Hollywood, to work out cooperative arrangement among the three organizations.

The four areas of cooperative action for which contracts now being drawn up include: Specialization of credits to establish independent producer's individual trademark; uniformity of code of practices regarding teletranscriptions of live programs; comprehensive launching of negotiations with four A's television committee on behalf of both organizations; setting up trade practices for retaining ownership for independents in sale of programs in conjunction with network sales staffs.

Television Producers Assn., headed by Mal Boyd, is considering a complete merge with ITPA in future.

Third group, TFPA, will hold a membership meeting after the first of the year to determine the extent of coordination with other groups.

"VIC" DIEHM SAYS:

WE WERE CONGRATULATED

. . . by top-notch advertising and sales promotion men, production managers and agency representatives. Why? Because WAZL not only sells time, but really promotes the programs.

We're in the heart of the Anthracite and Industrial region of Pennsylvania. We've got facts and figures to show you how your advertising dollar will result in sales gains for you.

Nationally represented by
Robt. Meeker Assoc.
521 Fifth Ave.
N. Y. C.

WAZL

Established 1932 - Hazleton, Pa.

THE VOICE OF PENNSYLVANIA'S HIGHEST CITY

AFFILIATED WITH NBC - MBS

Advertisers

(Continued from page 21)

1949 radio expenditure to approximately $2 million, but the company would not comment on its specific media plans.

Kraft Hopeful

Kraft Foods Co. looks for a good year in the food business, according to John H. Platt, advertising manager in charge of advertising and public relations. "We plan to continue our two network shows, *Kraft Music Hall* and *The Great Gildersleeve*, and to expand television coverage by adding a midwestern leg to our present NBC eastern network and continuing the *Kraft Theatre of the Air* as a full-hour television dramatic show presenting leading productions each Wednesday."

Mr. Platt

Campbell Soup Co.'s 1949 advertising budget calls for maintenance of current radio expenditures, according to R. M. Budd, advertising manager. Campbell has no TV plans at present.

Likewise Procter & Gamble Co. plans no marked change in its radio advertising operation or expenditures during the coming year, according to a high P&G executive.

Chrysler Corp. expects continued good business in 1949 unless the automobile market is reduced because of impaired national economic vigor. Radio and other advertising plans of the several sales divisions have not been settled.

Ralston Purina Co. will continue with approximately same radio advertising schedule it used in 1948, according to G. M. Philpott, vice president in charge of advertising.

Lehn & Fink Products Corp. will continue participation programs for Hinds cream with the same intensity, said William Hausberg, advertising manager.

Coca Cola Plans

Coca Cola Co.'s 1949 advertising plans will be basically the same as 1948, said Robert T. Kesner, with no startling media shifts planned. Coca Cola television activity is in the "formative stages."

Anticipating a "moderate increase in sales," Miles Labs plans call for an increase in radio advertising, according to H. S. Thompson, advertising manager. The rapidly changing situation prevents accurate estimating of the total budget, he said.

Plough Inc., Memphis, looks upon 1949 business prospects "very optimistically," according to Abe Plough, president. The company's advertising budget has not been allocated.

Brown & Williamson Tobacco Corp. looks forward "with confidence and optimism" to 1949. W. S. Cutchins, advertising vice president, said the network budget will be maintained as at present and the spot budget increased 20%. The company has no definite TV plans but is studying the medium closely and is expected to continue its policy of contracting "for good availabilities in selected markets."

Kaiser-Frazer Corp. sees 1949 as one of the automotive industry's big years, with raw materials playing an important part in production, said H. M. Swartwood, there being no indication of lowered national income or lessened demand for autos. The company's radio budget will continue to be "a healthy percentage" of its total advertising. Mr. Swartwood added, "Our sponsorship of Walter Winchell on ABC in addition to our local radio spot coverage indicates our respect for radio as one of our basic advertising approaches. We have no announceable plans for television."

Emerson Increasing Ads

Emerson Radio & Phonograph Corp. plans to increase its advertising expenditure in television as well as newspapers and magazines, said Stanley M. Abrams, sales promotion manager.

Mr. Abrams

R. J. Piggot, advertising manager, Grove Labs, St. Louis, said, "Prospects for 1949 are very good. Business is up. We will increase our radio advertising budget and are very interested in television."

Nate Perestein, vice president, Pabst Sales Co., Chicago, said the company is making plans for "one of the biggest years in our history. Our radio budget will be higher, but only because costs are higher. We are most interested in television as evidenced by our sponsorship of the Bear-Cardinal football game, which we gambled on long before we knew the teams would be leading the league. Of course, we had faith in television as early as 1946 when we sponsored the New York Giants football games."

C. J. Hibbard, advertising manager, Pet Milk Sales Corp., St. Louis, asserted, "We will increase our radio budget. At the present we are not in television, but we are reading everything that comes our way concerning this new medium with a view toward participating in it at some future time."

D. B. Hause, advertising manager, Armour & Co., Chicago, finds prospects "look good with no recession in sight in 1949. We have lately added *Stars Over Hollywood* to our *Hint Hunt* program, and are planning to build still further. However, during the new year we hope to get better use out of present advertising, rather than add to our budget. We will give closer attention to each promotion and coordinate advertising with sales. In 1949 we will be more aggressive in selling soap. Regarding television, if the cost of this medium keeps in line with the benefits derived, it will be more widely accepted."

Emerson Drug Co., Baltimore (Bromo-Seltzer), is optimistic over 1949 business products and has increased its radio advertising appropriation 20%, said John H. Kelly, vice president. TV is contemplated but plans are still in the formative stage.

WESTERN UNION

Marshall Named President

WALTER P. MARSHALL, vice president and assistant to the president of Western Union Telegraph Co., New York, was elected president of the company last week. Mr. Marshall had been acting in that capacity since the death on Dec. 6 of Joseph L. Egan.

Formerly executive vice president of Postal Telegraph Co., Mr. Marshall became assistant to Western Union's president in October 1943, following the merger of the two companies. Previously he was with Commercial Cable Co., All America Cables and Radio Inc., Mackay Radio & Telegraph Co. and the Mexican Telegraph Co.

MEMO to MARY McKENNA, BENTON & BOWLES:

WCKY's women's program, with Mary Monroe, Monday thru Friday 2:15-2:30 P.M. has a large women's audience. Tell your message to Cincinnati women with Mary Monroe!

50,000 WATTS OF SELLING POWER

L. B. Wilson

WCKY

CINCINNATI

ON THE AIR EVERYWHERE 24 HOURS A DAY

Transcribers

(Continued from page 28)

field and therefore, the strong aggressive radio men will welcome a competitive market."

Carl F. Krantz, president of Teleways Radio Productions, says his company expects a "tightening-up of retail business in 1949" but that specifically Teleways looks for its "greatest year to date in both sales and profits," because it is in the "five-and-dime" end of radio business.

Speaking for the transcription field as a whole, Mr. Krantz feels local radio sales should be "excellent" next year. Inasmuch as general business is going to be "tougher," manufacturers will not only have to get out and sell their merchandise once again, but they'll have to make every advertising dollar count," he reasons.

F. J. Rudolph, sales manager, C. P. MacGregor, feels that a "small recession, if it comes, will be of a short duration" and that "radio and general business will reach greater heights."

In Chicago and the Midwest transcription firms all anticipate revenue increases. Wayne Williams, director, Universal Recording Corp., expressed hope that AM will "hold its own despite indications TV will cut into set budgets." He foresees a leveling off in general business.

According to William Klein, president, United Broadcasting Co., overall and local revenues will rise in 1949. Lifting of the record ban will have its favorable effect. Increased billings for spots and TV are expected by Mr. Klein.

"The day of automatic receipt of orders is over and business is now on a normal, salesmanship basis," Milt Blink, vice president, Standard Radio Transcription Services, asserts. Stations are finding library services more valuable because they are being "redesigned along more commercial lines"; hence Standard's business will "definitely increase in 1949," he believes.

Mr. Blink

Dann Carr, general manager of Guild Radio Features, Toronto, believes it's becoming "tougher and tougher to get time on Canadian stations, which means plenty of radio advertising volume," while Spence Caldwell, manager, program division, All-Canadian Radio Facilities, that city, observed that, in Canada, "business should be good in all staple lines."

Mr. Caldwell

Congress

(Continued from page 25)

television to AM radio, and the effect of the growth of television on AM radio will be the most important single factor in the communications and news dissemination field in the future."

Sen. McGrath

Sen. McGrath points out that the FCC faces a difficult job in supervising these media and in granting licenses and allocating frequencies, but believes that "the present FCC is doing a thoughtful, conscientious and effective job in this field."

"The air," Sen. McGrath said, "belongs to the people. The spectrum is jammed and frequency allocations always must be made in the public interest."

Democratic Congressman J. Percy Priest of Tennessee agreed the Communications Act should be subjected to more intensive scrutiny. However, he opposed perpetuation of the House Select Committee, of which he is ranking Democratic member. The authority for further investigation should be vested in a communications subcommittee of the House Interstate and Foreign Commerce Committee, he argues.

Rep. Priest

The Southern legislator, who is also a member of the House Commerce Committee, believes that "everybody recognizes that we should look into the basic Communications Act.

"I believe the 81st Congress should go into a revision of the Communications Act."

Rep. Priest also acknowledges there is still a need to look into controversial Commission decisions, such as the Port Huron and Scott cases.

He has deplored the language of the Select Committee's interim report to Congress, which he feels is too severely critical of the FCC.

Rep. Harris Ellsworth (R-Ore.) is of the opinion that the FCC should follow the lead of the ICC and other agencies. The Commission, he believes, should ask Congress to examine any of their practices which they are doubtful about and request they be written into law, if Congress approves them.

"There are a number of practices, in the form of Commission regulations or policy, which might be questioned," Congressman Ellsworth declared.

Sen. Owen Brewster (R-Me.), a member of the Senate Interstate and Foreign Commerce Committee, sees an "opportunity for improvement in the Communications Act."

MAY 1949

be prosperous

FOR YOU

. . . . and for your clients.

For wise timebuyers realize that the client must profit from wise choice of spots and programs if the account is to grow.

That's why we're happy to see the volume of 1949 business already contracted for over WHHM—the station that

DELIVERS

MORE LISTENERS

PER DOLLAR

IN MEMPHIS

Follow the merry, merry ring of cash registers that show WHHM advertising brings results.

May 1949 be happy. Make 1949 a happy sales year for your customers by buying time on WHHM—the station with those healthy Hoopers.

WHHM

A Vital Part of Memphis Living

Memphis, Tennessee

Patt McDonald, manager **FORJOE & CO.,** representatives

Member Association of Independent Metropolitan Stations

Network Billings

(Continued from page 24)

was commonly predicted that KFRE would not be the last big-power outlet to change networks. KFRE was formerly an ABC affiliate.

As of Dec. 22, the station count of the networks was: ABC 272 AM, 21 TV; CBS 167 AM, 21 TV; MBS 519 AM (Mutual has not begun television networking); NBC 168 AM and 25 TV. Many of the television stations were affiliated under working agreements with more than one network.

Statements from the four network presidents follow:

ABC Sees Prosperity

Mr. Woods: "I believe 1949 will be a most important year in the growth of television and the expansion of radio broadcasting in the United States.

"The past three years have seen this country enjoying an era of unprecedented prosperity, certainly a period of national and individual prosperity far surpassing the conditions elsewhere in the world.

"On the basis of market research figures available to the American Broadcasting Co., I see no indication of any marked reduction in prosperity during the new year.

"Radio and television, admittedly the two greatest mass audience media, undoubtedly will share in the nation's expanded advertising dollar in 1949.

"Because television adds sight to radio's sound, and movement to display on the printed page, leading national advertisers are adding television to their budgets to supplement other advertising.

"1948 was a peak radio year for the American Broadcasting Co. Gross billings from the sale of radio time amounted to an estimated $44,301,700, compared with $43,548,057 in 1947, the previous top year.

"This general upward trend in radio business will undoubtedly be continued in 1949, for, despite the significant advances of television in 1948 and scheduled for the year ahead, radio will remain in the new year as the leading mass circulation medium.

"No, 1949 will not sound the death knell for radio, nor will 1950 or the years to follow, because radio is not a rigid medium. Radio is flexible and can be moulded and tailored to fit the needs of local as well as national advertisers.

"A case in point is the spectacular gains reported by ABC's cooperative program department in recent years reflecting the outstandingly successful merchandising efforts of the network's affiliated stations.

Peak Years for Co-ops

"Cooperative programs — those national network shows featuring outstanding performers in all fields from news through discussion and entertainment—made available by ABC to its affiliates also reached an all-time peak in 1948. One or more of the network's 17 cooperative programs are sponsored on 216 of the 272 ABC stations.

"ABC's affiliated stations report a total of 850 advertisers, a record number, who are sponsoring network cooperative programs on a local basis.

"Of increasing significance to the radio picture is the expanded program activity of the American Broadcasting Co., which, in the past year has added top entertainment features to its well established daytime programming.

"The distinguished news commentaries by Mrs. Eleanor Roosevelt and her daughter Anna Roosevelt, on one hand, and the top showman of *Stop the Music* and Kay Kyser in the field of variety entertainment, are outstanding examples of this phase of ABC activity in 1948.

"Underlining my belief in radio's essential strength is the host of distinguished leaders in American industry who have joined with many of the country's most gifted entertainers to present outstanding program features on ABC this year. The addition of such great names in American industry as American Oil Co., the Assn. of American Railroads, Eversharp, Freuhauf Trailer Co., General Foods Corp., General Motors Corp., Kelvinator, P. Lorillard Co., Pillsbury Mills, Revere Camera Co., Smith Bros., Speidel Co. and Swerl Products, certainly indicates their belief in radio as a prime medium to reach a national audience.

"Still other leading advertisers will use radio—and specifically, ABC radio facilities—in 1949. As 1948 drew to a close, General Electric Co. and National Dairyproducts both will sponsor five times weekly ABC programs, and Chesebrough Mfg. Co. will present a weekly program over ABC in 1949. Other leading advertisers planning their advertising budgets for 1949 indicate continued extensive use of radio as well as expanded experimentation to adapt television to their needs.

"These are the basic facts emphasizing my firm belief that *both* radio and television will move on to new heights in 1949 and the years ahead."

'Significant Advance' for CBS

Mr. Stanton:

"What does the new year hold for broadcasters — in aural and television broadcasting? So far as CBS is concerned, the past year has been one of significant advance, and 1949 promises to better that record.

"1948 net sales of the CBS AM network were larger than the 1947, and our most careful calculations indicate to us that 1949 will show a substantial increase over this year.

"In addition to the growth in our AM network revenues anticipated for the coming year, we estimate that revenues from television operations in 1949 will be more than four times what they were in 1948.

"These results are due in large measure to Columbia's highly successful program developments. CBS today has the largest creative program operation in the entire broadcasting industry. The success of Columbia-built programs —CBS on 'package' shows—has been outstanding, and with the swift emergence of television as a major programming medium, our creative program operations are steadily assuming larger scope and, I believe, will be increasingly reflected in our operating revenues."

Mr. Kobak:

"The Mutual Broadcasting System views the approaching year with optimism. Station additions and facilities improvements of the past three years make Mutual a better buy than ever—covering as it does all but one of the metropolitan markets and having the only station in about 320 medium-sized and small markets.

"Gross billings from the sale of network radio time during 1948 will show a gain of 5% over 1947. Fundamental changes in nighttime programming will make Mutual better for listening and better for advertisers.

"We look forward to a successful 1949. We hope to continue to record our progress and our ideas for the improvement of the business in which we are engaged in our periodic reports."

NBC Confident

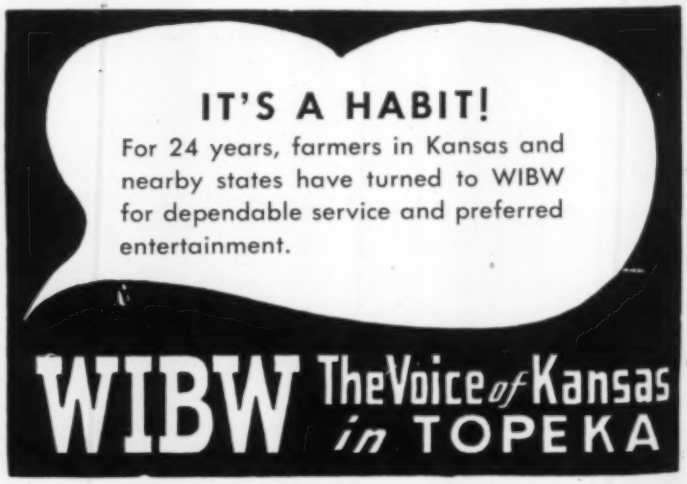
Mr. Trammell:

"The coming year, 1949, will be one of the most exciting in the history of radio. Broadcasters will be called upon to exercise all the ingenuity at their command to meet the new challenges and opportunities which the year will bring in both sound radio and in television.

"We at NBC turn the corner

Upcoming

Jan. 6-7: NAB Sales Managers Executive Committee, NAB Hdqrs., Washington.
Jan. 10: Chicago Advertising Executives Club dinner, Electric Club, Chicago.
Jan. 10-11: NAB Engineering Executive Committee, NAB Hdqrs., Washington.
Jan. 11: Opening of East-Midwest Television Network.
Jan. 15: All-Radio Presentation Committee, New York.
Jan. 17: Multiple Ownership, oral argument, FCC Hdqrs., Washington.
Jan. 21-23: CBS Television Clinic, Waldorf-Astoria Hotel, New York.
Jan. 24: Wander Co. Hearing before FTC continued, Washington.
Jan. 25: Academy of Television and Sciences annual award banquet and seminar, Athletic Club, Hollywood.
Feb. 5: Radio Correspondents Assn. annual dinner, Hotel Statler, Washington.
Feb. 8: Hearing on Motions of American Tobacco Co., Washington.
Feb. 14-16: NAB Board of Directors meeting, Roosevelt Hotel, New Orleans.
March 7-10: IRE national convention, Hotel Commodore and Grand Central Palace, New York.
March 10-12: Assn. of Women Broadcasters Convention, Drake Hotel, Chicago.
April 7-13: NAB Convention Week, Stevens Hotel, Chicago.
May 5-8: Institute of Education by Radio, Ohio State U., Columbus, Ohio.


IT'S A HABIT!
For 24 years, farmers in Kansas and nearby states have turned to WIBW for dependable service and preferred entertainment.
WIBW The Voice of Kansas in TOPEKA

into the new year full of confidence and expectation that sound broadcasting will attain new heights and that television will give abundant proof that it is the greatest means of communication that has ever been devised.

"It was 22 years ago that NBC was first recognized as 'America's Number 1 Network' in radio. Next year, as more and more television stations go on the air, set owners in ever-widening circles throughout the United States will come to look on NBC for their television fare as the previous generation did 22 years ago in radio.

"NBC will continue in 1949, as we have vigorously since 1926, to expand our service so that this network will be looked upon with confidence and respect by the listening public and by the American advertiser."

Donald W. Thornburgh, CBS Western Division vice president and KNX Hollywood general manager, expects radio business for western stations and regional networks to rise in the spring of 1949 and maintain its same high rate throughout the entire year. "This section," Mr. Thornburgh predicts, "will undoubtedly take its place as the second largest television market in the United States."

Crediting ABC with one of its best years on the Pacific Coast, Frank Samuels, ABC West Coast Sales Manager, believes "business conditions in general for 1949 look good."

A business let-down which should not hurt radio, is anticipated by Sidney N. Strotz, NBC administrative vice president in charge of TV and Western Division. On the theory that the smart businessman advertises to get his share of the falling market, Mr. Strotz advances the contention that "if we can continue to show that radio and television offer the most for the advertiser's dollar our business should continue to be as good in 1949 as it was in 1948." He feels greater strides by television may be felt in sound broadcasting.

A cutback in AM business resulting from television's biting keeper into the advertising pie is the prediction of Clyde Scott of KECA Los Angeles. He believes that 1949 will be a bigger revenue year than 1948, with more advertising expected from retail merchants in metropolitan areas.

John H. Norton, Jr., vice president in charge of ABC's Central Division, is looking forward to 1949 as a year of accelerated progress in both radio and television. "There are more advertisers today with budgets exceeding a million dollars annually than ever before in the history of this country," he points out. Their plans, he believes, already call for the assignment of an even larger share of the advertising dollar for the coming year to radio and television.

I. E. Showerman, NBC vice president in charge of Central Division, does not believe the industry can "contemplate in 1949 the same great volume of business with as relatively little difficulty in securing it as we have had in the past few years." He sees heavy investments in broadcast advertising in 1949 but believes indications of more careful buying are unmistakable from late '48 curtailments. Mr. Showerman forecasts the sale of two million more TV receivers and a "tremendously increased" volume of TV business.

NORAN KERSTA

Named Weintraub TV Head

NORAN E. KERSTA, executive assistant to NBC's vice president in charge of television, will join William H. Weintraub Advertising Agency, New York, on Jan. 10 as head of the agency's television department.

Announcing the appointment, Harry Trenner, vice president of the agency in charge of radio, pointed out that it coincides with the connection of AT&T's East Coast and Midwest video network facilities, which will permit for the first time the simultaneous broadcast of a television program across the country from Boston to St. Louis.

Mr. Kersta

NAB REPORTS

Committee To Study Content

NAB President Justin Miller last Wednesday named a three-man committee to study NAB's official publication, *NAB Reports*, and recommend changes in format and content. Action was taken following board recommendation.

Committee members are Campbell Arnoux, WTAR Norfolk, Va.; Willard Egolf, WBCC Bethesda, Md., and Howard Lane, WJJD Chicago. The publication is now edited by the NAB Public Relations & Publications Dept.

JOS. WEED & CO.,
350 Madison Ave., New York,
Know About the
5000 WATT TRANSMITTER
Now in Use at
CHNS
HALIFAX NOVA SCOTIA
The Maritimes
BUSIEST
Commercial Station

Nowhere on Earth do you find a more Responsive Audience than in historic YORK Pennsylvania

. . . hub of the fabled, fertile "Pennsylvania Dutch Country". . . where York's PERSONAL Station* commands a PROSPEROUS audience

WNOW

THE VOICE OF SOUTH-CENTRAL PENNSYLVANIA
YORK 2, PENNSYLVANIA
1250 KC - 1000 WATTS
AM - FM

Adam J. Young Jr.
National Representatives

* You are cordially invited to visit us, see WNOW in operation, and see for yourself what we say about YORK.

Agencies

(Continued from page 23)

advertising "to provide increased coverage in special markets," and that he knew of no client who planned to curtail radio expenditures. He said "many" clients—some radio users and a few who have relied on printed media in the past—plan to expand into television, and for the most part will do so without cutting appropriations for other media.

A. S. Gourfain Jr., partner in Gourfain-Cobb, and Ben Green, radio director of Arthur Meyerhoff, stressed that 1949 will be a highly competitive year in which aggressiveness will be vital. Both plan extensive television operations, with Mr. Gourfain estimating his agency's TV volume will approximately triple that of 1948. Mr. Green said Meyerhoff is "going heavily" into television, even though the coverage is still limited. "One more year of television will alter the [general industry] picture broadly," he declared.

Mr. Bolas

George Bolas, supervisor of radio for Tatham-Laird, forecast increased radio billings but more careful appraisal of time and talent costs. He looked forward to 1949 as "the year in which television advertising will make the successful transition from a test-tube operation, for most clients, to a full-scale productive medium." But, he cautioned, television "will reach a pay-cut basis much quicker for some types of products than for others."

Mr. Holland

Malcolm - Howard's President Art Holland expected to spend more on radio in 1949, "and a large amount of this will be for television." The agency now has five TV accounts and plans to "expand this activity greatly," he said.

Radio Director Ken Craig of McCann-Erickson felt that "television seems to be cluttering instead of clearing the picture," although he thought that "probably all of the broadcasting media will hold their own" in 1949. He said a continuation of present business trends would mean about a 27% increase in radio expenditures by McCann-Erickson clients in 1949. He expected television billings to double, reaching about 20% of the firm's total radio budget, but noted that major advertisers thus far "are sitting back and watching the video fight . . . awaiting results, and not buying now."

Mr. Craig

Attention!

DO YOU HAVE A STATION THAT CAN SELL BY MAIL?

WE HAVE SEVERAL ITEMS TO OFFER IN 1, 5, AND 15 - MINUTE PROGRAMS.

You can learn about our interesting proposition by writing direct to:

MAIL ORDER DIVISION
OF
DWIGHT ADVERTISING AGENCY
1101 North Paulina Street - Chicago 22, Ill.

Los Angeles

On the West Coast approximately two-thirds of the reporting agencies expected to spend more on radio in 1949, by an average of about 25%. Approximately one-fourth foresaw reduced radio allocations averaging about 15% below 1948's.

Mr. Belding

Don Belding, chairman of the Foote, Cone & Belding executive committee, said the general business problem now is not to cure inflation but "how to meet the deflation which is already under way."

Several who envisioned increased radio use felt that Congressional developments and the world situation may be dominant influences. These included Radio Director Lou Holzer of Lockwood-Shackelford, Vice President and Manager George A. Whitney of Harrington, Whitney & Hurst, and General Manager Bill Welsh of Allied Adv. Agencies. R. H. Alber, president of R. H. Alber Co., added that "all factors point to advertising increases."

Mr. Holzer

Mr. Alber

David R. Fenwick, vice president in charge of new business, Abbott Kimball Co., thought "things will be fine in '49." He felt television's growth "unquestionably . . . will give American business another hypo," but cautioned advertisers not to overestimate TV's present pull and start buying aural radio on a day-to-day basis.

Mark L. Mulligan, media director of BBDO, estimated his own office's radio expenditures would be up 60%. He felt gradually declining prices will permit advertisers to adjust inventories and price policies "without undue haste," perhaps lessening profits somewhat but maintaining overall sales volume "at a fairly satisfactory level."

Milton Carlson, vice president and radio director of Western Adv., thought "a slower first quarter of the year ought to improve the advertising picture when competitive selling becomes necessary in virtually all lines." Bill Hunter, owner of Hunter Adv., was confident that both 1949 and 1950 "will be big years for us all," while President David S. Hillman of David S. Hillman Inc. reported a general note of "optimism — tempered with caution and flexible, short-range planning."

Mr. Temple

Many saw 1949 as a hard-selling year demanding increased foresight, ingenuity and hard work. "Pent-up demand has become spent-up demand," said John H. Weiser, Pacific Coast vice president of Ruthrauff & Ryan. But he was confident of radio's ability to sell. Robert C. Temple, executive vice president of Raymond R. Morgan Co., thought "1949 will be good—for outfits that work harder than they ever worked before."

A dimmer view was taken by James C. McCormick, radio and television director of The Mayers Co.; Edward B. Ross, co-owner of Ross, Gardner & White, and Earle J. Dumont Jr., executive assistant to the owners of Smith, Bull & McCreery. All three thought they probably would spend less on radio in 1949, although Mr. McCormick qualified his reply.

Mr. Cottington

C. H. Cottington, vice president and radio director of Erwin, Wasey & Co., saw 1949 as "a year of struggle between optimism and fear," with advertising probably continuing "at about the same level as 1948." R. E. (Joe) Messer, executive vice president of Robert F. Dennis Inc., regarded general business prospects as "not altogether clear" but thought his own firm's use of radio would increase. Charles E. Coleman, senior account executive and creative director of

NBC AFFILIATE
WORZ
ORLANDO
FLORIDA
1000 WATTS—740 K.C.
FULL TIME—CLEAR CHANNEL
Nat. Rep., WEED & CO., New York

Buchanan & Co., thought the overall business outlook was "generally strong" but with some adjustments to be expected.

Mr. Hixson

Robert M. Hixson, president of Hixson & Jorgensen, emphasized television's value to retailers and predicted that video advertising consequently will hurt newspapers more than aural radio.

George H. Stellman, director of radio and television for William Kester & Co., anticipated a 50% increase in his firm's radio expenditures and attributed much of the gain to clients' interest in TV as an addition to their aural radio advertising.

Philadelphia

Philadelphia agencies reported encouraging prospects for radio in 1949.

Philip Klein, president of Philip Klein Adv., thought the outlook is "encouraging for all media, especially television." He said production costs will decrease as television progresses, making TV available to smaller advertisers.

Frank C. Murphy, vice president and director of media, Geare-Marston Inc., anticipated "a generally good year in advertising" but said "one of the problems still will be rising rate costs in the face of inflexible budgets." He felt that "general business conditions should be good in essential items, with spotty conditions prevailing in clothing and luxury articles."

Franklin Jones, publicity director of Gray & Rogers, expected radio advertising to "hold up well," although he thought businss and industry generally would be "very cautious" during at least the early part of the year, until trends in the national economy can be detected. He held "little doubt" that television "will assume greater importance and attract larger advertising budgets."

Southwest

The trend toward increased expenditures for radio time continued in reports from Southwest agencies.

Mr. Mann

Monty Mann, vice president in charge of media for Tracy-Locke Co., Dallas, and president of the Southwest Assn. of Adv. Agencies, thought his firm's expenditures on radio would be "about the same" in 1949. General business conditions, he felt, "should hold up pretty well during the first half" of 1949 but "beyond that it is guesswork." He said he plans to use television but was unable to estimate the extent.

Howard N. Smith, executive vice president of Rogers & Smith and manager of the Dallas office, summarized 1949 general business prospects tersely: "Look good." He estimated the firm would spend around 10% more on radio advertising in 1949 and probably would expand into video.

R. B. Moreland, vice president in charge of radio, Grant Adv., Dallas, also anticipated about 10% increase in radio budgets in his agency but felt that the overall outlook for the Southwest was for approximately 15% decline. The office will continue its recently started use of television.

Rowland Broiles, president of Rowland Broiles Co., Fort Worth, said he was unable to cite figures to support estimates of gain or decline in radio use in 1949, but stressed that his firm is "now using, and will continue to use, television."

Canada

Forecasts from Canadian agencies ranged from "about the same" to "better" concerning appropriations for radio advertising.

W. D. Byles of Young & Rubicam Ltd., Toronto, said his office expected a 10% increase in radio expenditures in 1949, with gains in both national spot and network time. "Present business conditions indicate a healthy year for radio with little or no curtailment of radio budgets by our clients."

M. Rosenfeld of MacLaren Adv., Toronto, expected 1949 to be "a good buying year" in retail sales generally and also anticipated a gain in radio expenditures by his agency, though he did not estimate its extent. The increase in radio's appropriation, he said, would be greater than that for other media.

A spokesman for J. Walter Thompson Co. Ltd., Toronto, appraised general prospects as good.

CANADA'S FOURTH MARKET
WINNIPEG
A "MUST" BUY
CKRC
630 KC. NOW 5000 WATTS
REPRESENTATIVE: WEED & CO.

WE CAN'T GET LYRICAL ABOUT MIRACLE (Ky.)!

No, Sir, there's no magic in Miracle (Ky.). Despite its mystic name, this little rural town can't heal the lame or blind — or even a sales-curvature!

For supernatural results in Kentucky, you've *got* to rely on the Louisville Trading Area. With Retail Sales over $640,000,000, this Area is far and away the most important market in our State. WAVE works wonders in this Area because practically *the entire shooting match* is on our 50% BMB map!

Yes, you'd better skip the Miracles, and just use WAVE! Ask us — or Free & Peters — today!

LOUISVILLE'S WAVE

NBC AFFILIATE
5000 WATTS . 970 KC
FREE & PETERS, INC., NATIONAL REPRESENTATIVES

The 1st Greenville Market

1st in South Carolina

✳ GREENVILLE CITY POPULATION

114,704

(2½ mile radius—Hill Directory Co. 1948)

✳ AUTOMOTIVE REGISTRATION

43,144

(Greenville County—S. C. Vehicle Bureau 1948)

✳ RETAIL SALES GREENVILLE COUNTY

$126,152,000

(Sales Management Est. 1948)

✳ WHOLESALE SALES GREENVILLE CITY

$178,003,000

(Sales Management Est. 1948)

Figures above show leadership of Greenville City and County. - WFBC dominates this first county in South Carolina and has primary coverage in twelve additional rich Piedmont counties. Detailed figures on WFBC's WHOLE Market will be supplied gladly upon request.

NBC FOR ALL THREE

GREENVILLE-SPARTANBURG-ANDERSON MARKETS

WFBC

5000 Watts 19 Hours Daily and WFBC-FM

93.7 Channel • 60,000 Watts

GREENVILLE, S. C.

THE NEWS-PIEDMONT STATION

REPRESENTED BY AVERY-KNODEL, INC.

Station Outlook

(Continued from page 22)

to be off, the Pacific Coast is still the country's bright spot in the business picture. Barring a severe recession, we look forward to a continued upward trend in our volume during 1949."

Predicting a decline in AM business in 1949, Arthur F. Harre, general manager of the Marshall Field station in Chicago, WJJD, says "additional audience is needed to compensate for the AM audience diversion caused by TV and FM." He adds that "if AM radio is content to only 'trade' performers instead of originating ideas, the outlook is black."

Mr. Harre

G. Richard Shafto, general manager of WIS and WIS-FM Columbia, S. C., is cautiously optimistic about AM. He believes "the effect of TV will not be felt in this area for several years. . . . Proper planning of effective programs, followed by aggressive sales presentation," he says, "will reward stable AM broadcasting operations with a helpful diversion of accounts which should maintain current overall sales volume in the face of slight national decline."

Mr. Shafto

From Texas, where only one TV station is in operation (WBAP-TV Fort Worth), comes this comment from an AM-FM executive, Kenyon Brown, president of KWFT and KWFT-FM Wichita Falls: "TV will not affect this area for years to come. Our service is primarily to the rural areas and small communities." He predicts a bigger revenue year overall for AM in 1949.

Mr. Brown

FM Future Mixed

In FM the future is viewed with mixed emotions. Slightly over 50% of the replies indicate a belief that FM revenue will increase in 1949, but very few express a feeling that it will be a big jump.

Approximately 45% of the station managers reporting feel that no change is indicated, while the remaining few consider a decrease as likely.

The practice of duplicating AM programs on FM continues, however, with 42% reporting this practice. In a few of the cases FM programming is separate with special time charges. A large majority of those who duplicate the services give FM as a bonus . . . "No income. All duplication."

Although not contemplating an increase in income from his FM station next year, John M. Rivers, owner of WSCS and WSCS-FM Charleston, S. C., expressed the view that "FM will, in 1949, begin to be a factor in the selection of stations. A dead expense now, perhaps it will be a volume stabilizer in years to come."

Mr. Rivers

Leonard Asch of WBCA-FM Schenectady and WPTR Albany sees an immediately brighter future for FM service. "The continued degradation of AM station coverage will surely benefit FM. Also, the set manufacturers, stuck with a stagnant AM set market and TV tube shortages, as well as limited markets, must surely turn to FM set production and promotion in 1949 for volume."

Where FM is not a sister operation to AM, the indications for the future are good. No one thinks that business will come looking for a taker, but men in the FM field do feel they have a highly salable commodity.

It's the same story expressed by so many AM representatives, "the business is there for those willing to do a little work for it."

Everett Dillard, WASH (FM) Washington, D. C., feels that "FM is already of definite interest to local sponsors. FM will make its first serious impression on national business in 1949. It is just beginning through local-national co-op business."

Mr. Dillard

Another group which holds a bright future for FM are those station managers already working with Transit Radio or doing storecasting. At several stations where these forms of FM revenue are being tapped, an increase of up to 50% for 1949 is indicated. Several station managers who are at present negotiating for these specialized forms of services also indicated an increase in revenue for the coming year.

Mr. Wheeler

Edward A. Wheeler, president of WEAW (FM) Evanston, Ill., has this to say about the prospects for FM in 1949:

". . . We are quite enthusiastic and encouraged about the prospects of FM in the coming year.

"The ever increasing number of FM sets in all price classes is at long last providing the FM station with a substantial audience. Expansion of transit and storecasting FM will enable a great many FM stations to operate well in the black.

"It's been a long pull, but the industry can stop feeling sorry for FM station operators now."

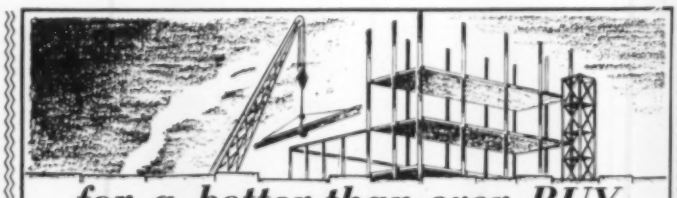
Television Prospects Bright

In television a bright 1949 is seen by almost everyone. Those in the field expect an increase in business—those not participating do not see any dire effect on their present revenue.

Replies from 62% of the stations indicate TV will be operating some time in 1949 in their market. Over 52%, however, say there will be no change in their AM business. An increase in AM business due to the advent of TV is seen by 18% of those replying. The remainder feel there may be a decrease in AM business but none of them felt it would be very great in 1949.

A few of the station managers who indicated "no change" in AM business due to TV said that video was new in their market or just coming in and therefore they could not tell what the effect would be.

High power stations covering a large area do not, in general, feel there will be a cut in advertising dollars spent with them. Some of the smaller stations in metro-



for a better-than-ever BUY

IN OHIO'S THIRD MARKET

NOW UNDER CONSTRUCTION

5,000 w AM 1390 KC 50,000 w FM 105.1 MC

WFMJ

BASIC ABC FOR YOUNGSTOWN

ASK HEADLEY REED

politan areas covered by TV were not quite so optimistic, indicating that some of their income might go to video.

Mr. Coe

In the New York area, Robert L. Coe, vice president and manager of WPIX (TV), feels that "we may reasonably expect increases from both local and national advertisers. My own guess is that in this market at least, radio appropriations will be reduced in order to provide for TV."

Contemplating a "healthy upward trend in business generally . . . throughout 1949," J. L. Van Volkenburg, vice president of WCBS-TV New York, feels "television will begin to be a major item in the consideration of advertising budgets."

Mr. Van Volkenburg

An increase in station income is expected by 66% of those answering the BROADCASTING poll. In 23% of the cases a decrease is seen for the new year while 11% see no change.

The stations are almost evenly divided on where they expect the increased revenue to come from. In approximately 55% of the cases an increase is seen in the local business picture.

In the opinion of Simon Goldman, general manager of WJTN and WJTN-FM Jamestown, N. Y., "The retailer especially will use more radio time as an effective tool to increase his sales volume. The retailers who have learned to use radio will lean on it more heavily in 1949, and those who have not tasted its power in recent years, will realize that here . . . is a medium which will expand their market . . . and provide a means of increasing their volume."

Mr. Goldman

Another believer in increased business in 1949 on the local level is William B. Smullin, president and general manager of KIEM Eureka, Calif. He feels that "there will be more aggressive and competitive selling on the part of retail business in 1949. This means local advertising . . ."

Mr. Smullin

In support of the station executives expressing their belief that national advertising will increase in the coming year, John F. Patt, WGAR Cleveland, points out that "production lines are starting to catch up with unfilled orders, manufacturers will have to commence more aggressive selling campaigns."

Mr. Patt

Of the replies indicating a decrease in business for 1949, almost two-thirds feel that the cut will be made at the level of national advertising. Few indicated, however, whether they felt the cut would come in network or spot business.

On the question of what businesses might be expected to increase their advertising appropriation in the coming year, station executives differ widely.

Nationally, items which have been hard to get during the last few years received the majority of votes. This is especially true in fields where supply is catching up with demand . . . such fields as automotive, household appliances and hard goods.

Local Level

On the local level station managers indicated an expected increase of the volume of their business from department stores and food stores. A few replies also expressed the feeling that national advertising on the local level would increase through the expansion of co-op advertising with dealers and wholesalers.

Two-thirds of the broadcasters replying to a question on whether they expect a general business recession or a boom in 1949 replied "neither." Only 11.6% of those replying think there will be a boom, and 21.6% expect a recession.

Mr. Park

Among the least optimistic was Daniel C. Park, general sales manager of WIRE Indianapolis. He said: "I believe there will be a definite business recession which will come soon, although business in this market has been very good all year radio-wise."

Replying "neither" to the recession-or-boom question, Gordon Gray, WIP Philadelphia commercial manager, said: "It has been necessary to sell harder in 1948 than in 1947. The war babies and the boom babies are 'gone with the wind.' Advertisers confronted by increased costs handle their advertising dollar much more carefully, and while we expect our volume in 1949 to equal or surpass that of 1948 we expect our selling efforts to be harder than they were in 1948. This applies to both local and national."

Mr. Gray

"There may be a flurry or two, but there is no real basis to expect a depression, according to the set of 'experts' I read," said Jack Harris, KPRC Houston general manager. "Houston will continue as an exceptional market, with phenomenal growth accentuated in '49 and local business offsetting any fluctuations we may encounter nationally."

Mr. Harris

Less optimistic is J. W. Woodruff Jr., executive manager of WRBL Columbus, Ga., who said: "Radio in our area will command a greater percent of the advertising budgets but will be distributed among all outlets and create a condition which might be termed 'survival of the fittest.' Retailers in our area are now buckling down to greater competition in recognition of the

Mr. Woodruff

(Continued on page 52)

budget-wise time buyers

k-nuz
(KAY-NEWS)

BRINGS YOU MORE LISTENERS PER DOLLAR IN HOUSTON

MORE BUYERS FOR YOUR PRODUCTS AT LOWER COST

. . . for proof write for Hooper and other marketing data . . .

NATIONAL REP. FORJOE & CO.
Dave Morris, Gen. Mgr.

k-nuz
"Your Good News Station"
9th Floor Scanlan Bldg.
HOUSTON 2, TEXAS

WMPS
MEMPHIS
68
On Your Radio

10,000 W DAY TIME
5,000 W NIGHT TIME

Represented by
RADIO REPRESENTATIVES, INC.
480 LEXINGTON AVE., NEW YORK, N. Y.

Now
Covering
the Rich,
fast-growing
ARIZONA
MARKET
with
increased
POWER
5000 WATTS
(daytime)
1000 WATTS
(night)
On
550 KILOCYCLES
KOY
550 kc
PHOENIX
CBS
NATIONAL
REPRESENTATIVES
JOHN BLAIR
AND COMPANY

Station Outlook

(Continued from page 51)

swing from a seller's market to a buyer's market." Mr. Woodruff anticipates neither a recession nor a boom in '49.

Mr. McCullough

Clair R. McCullough, president of WGAL Lancaster, Pa., sees 1949 as a year much like 1948 business-wise. His comment: "A transition is presently underway from 'easy' selling to 'planned and concentrated' sales efforts. It is within this sphere that business must prospect for ways and means of 'keeping up with the parade.' . . . Individual enterprise and initiative will begin to pay off more than ever in 1949."

Similarly, James E. Gordon, WNOE New Orleans general manager, believes "business will be there for those who go out and get it. The trend is to level off. In 1949 business will be stable but there will be no peaks or low spots . . . Everyone will have to fight hard for . . . business no matter what the line might be. Service, price and results will keep advertisers using radio in spite of added competition from other media."

Mr. Gordon

Increase in operational expenses in 1949 appears to be accepted as almost certain by most broadcasters. Replies to BROADCASTING's questionnaire indicated 5 to 10% as the most likely figure, but some station operators and managers said they expected costs to go up as much as 50 to 60% where TV operation is underway or contemplated.

Mr. Sholis

"Continually rising costs would point to probable drop in profits," says Victor A. Sholis, WHAS Louisville, who forsees a 5% increase in operational expenses next year. He comments that so many stations are "tussling for the advertiser's dollar that some of them are going to get hurt."

Craven Leaves NAB

T. A. M. CRAVEN, who has resigned effective Jan. 1 as vice president of Cowles Broadcasting Co. [BROADCASTING, Dec. 6], has tendered his resignation as a member of the NAB board representing medium stations. Mr. Craven will become a partner in the Washington consulting engineering firm of Lohnes & Culver, which will change its name to Craven, Lohnes & Culver.

WHAT, WTEL

FCC Bases Decision On Programs

IN A MOVE to settle two long-standing share-time arrangements, FCC proposed last week to award fulltime 250 w use of 1340 kc to WHAT Philadelphia and to put WTEL Philadelphia, seeking the same facilities, on 860 kc with 250 w daytime only.

The decision was based exclusively on program considerations. FCC held that WHAT retains control over its operations while WTEL, through contracts with foreign-language time brokers, does not have control over substantial portions; and that WHAT's fulltime program proposals are to be preferred to WTEL's.

The case arose after FCC ruled that elimination of time-sharing by the Philadelphia stations would be in the public interest. WHAT and WTEL currently are on 1340 kc with 100 w and 250 w respectively, dividing time. To set up a separation, FCC ordered WTEL's license modified to authorize use of 860 kc with 250 w on a daytime basis, but suspended the modification pending a hearing. FCC then instituted a show-cause proceeding in which both WHAT and WTEL sought fulltime 250 w operation on 1340 kc.

Time to Brokers

In its proposed decision, one of FCC's principal reasons for preferring WHAT for fulltime operation on 1340 kc relates to WTEL's practice of selling time to brokers who handle 21½% of its 31 hours per week of foreign-language programming. Under existing arrangements, FCC held, this amounts to "abdication of control" over these periods. On the other hand, FCC noted, WHAT has not employed time brokers since William A. Banks acquired control of the station in 1944.

The Commission also hit WTEL's policies on spot announcements. "Instead of advertising constituting the means of supporting programs of entertainment, information and education," the proposed decision said, "WTEL's mode of operation serves to make programming incidental to and subordinate to advertising . . . WHAT's spot announcement policy and practice, although no model of balance and self-restraint, at least permits time for programming in the public interest and provides the means for supervision and improvement."

The changes in operating assignments which FCC proposed would become effective 90 days from the issuance of a decision making the proposals final.

FM GRANTS

New CP to Cleburne, Tex.

ONE NEW class A FM station was authorized last week by FCC. Four Class B stations presently holding conditional grants received construction permits and CPs also were issued to six other outlets in lieu of previous conditions.

New CP went to Marti Inc., Cleburne, Tex., licensee of AM station KCLE there. Facilities granted were Channel 232 (94.3 mc) with effective radiated power of 330 w. Antenna height above average terrain is 190 ft. Estimated cost of construction was given at $3,100 exclusive of land and buildings.

WKAP-FM Allentown, Pa., was granted modification of permit to specify Class A assignment in lieu of presently held Class B authorization which is granted to WFMZ Allentown. WKAP-FM receives Channel 292 (106.3 mc) with ERP of 780 w and antenna 120 ft. WFMZ, formerly Class A outlet, takes WKAP-FM relinquished Channel 264 (100.7 mc) with ERP of 6.9 kw and antenna 745 ft.

Haverford Township Senior High School, Havertown, Pa., received CP for new noncommercial, educational, low power FM station to use Channel 207 (89.3 mc) with power of 2.5 w. Estimated cost is $2,057.

The following stations, which previously held conditional grants, received CPs:

KBTM-FM Jonesboro, Ark.—Granted CP for Class B station; Channel 270 (101.9 mc), ERP 8 kw, antenna 200 ft.

WREA Anderson, Ind.—Granted CP for Class B station; Channel 254 (98.7 mc), 20 kw, 325 ft.

KSWW Ft. Worth, Tex.—Granted CP for Class B station; Channel 227 (93.3 mc), 2.9 kw, 390 ft.

KHBL Plainview, Tex.—Granted CP for Class B station; Channel 297 (107.3 mc), 2.9 kw, 320 ft.

The following were granted CPs in lieu of previous conditions:

KOWN Conway, Ark.—Class A, Channel 249 (97.7 mc), 970 w, 150 ft.

KECA-FM Los Angeles—To change power from 290 kw to 280 kw.

WAGA-FM Atlanta, Ga.—To change antenna height from 500 ft. to 530 ft.

WIRE-FM Indianapolis—To change power from 36 kw to 37 kw and antenna from 410 ft. to 400 ft.

WWOL-FM Buffalo, N. Y.—To change power from 13 kw to 7.7 kw and antenna from 255 ft. to 220 ft.

WBIX-FM Muskogee, Okla. — To change power from 9.7 kw to 3.3 kw and antenna from 325 ft. to 320 ft.

GET ON THE BEAM!
Direct to the 1,000,000 "SPECIALIZED GROUP" within the Los Angeles Market.
YIDDISH 250,000
NEGRO 300,000
GERMAN 100,000
SPANISH 250,000
ITALIAN 100,000
SCANDINAVIAN 30,000
6 RESPONSIVE AUDIENCES IN ADDITION TO 3 MILLION ENGLISH SPEAKING LISTENERS
KOWL 5000 WATTS CLEAR CHANNEL
Owned by ART CROGHAN • GENE AUTRY

DECEMBER 27, 1948

TELECASTING

A Service of BROADCASTING Newsweekly

it's magic

the way Dunninger reads the minds of famous guests—people like wise show-businessman Billy Rose, beauty merchant Walter Thornton, and even C. E. Hooper.

it's magic . . . the way Paul Winchell vests life, wit and extra-human abandon in his wooden-headed creation Jerry Mahoney.

Every Thursday evening at 9:30, millions of American viewers share the entertainment magic—the laughter and amazement—of The Bigelow Show.

To the Bigelow-Sanford Carpet Company, the greatest magic of all is the way their products are demonstrated to the greatest number of viewers . . . Not magic at all; just NBC, television's No. 1 Network.

NBC Television

NATIONAL BROADCASTING COMPANY · 30 ROCKEFELLER PLAZA · NEW YORK

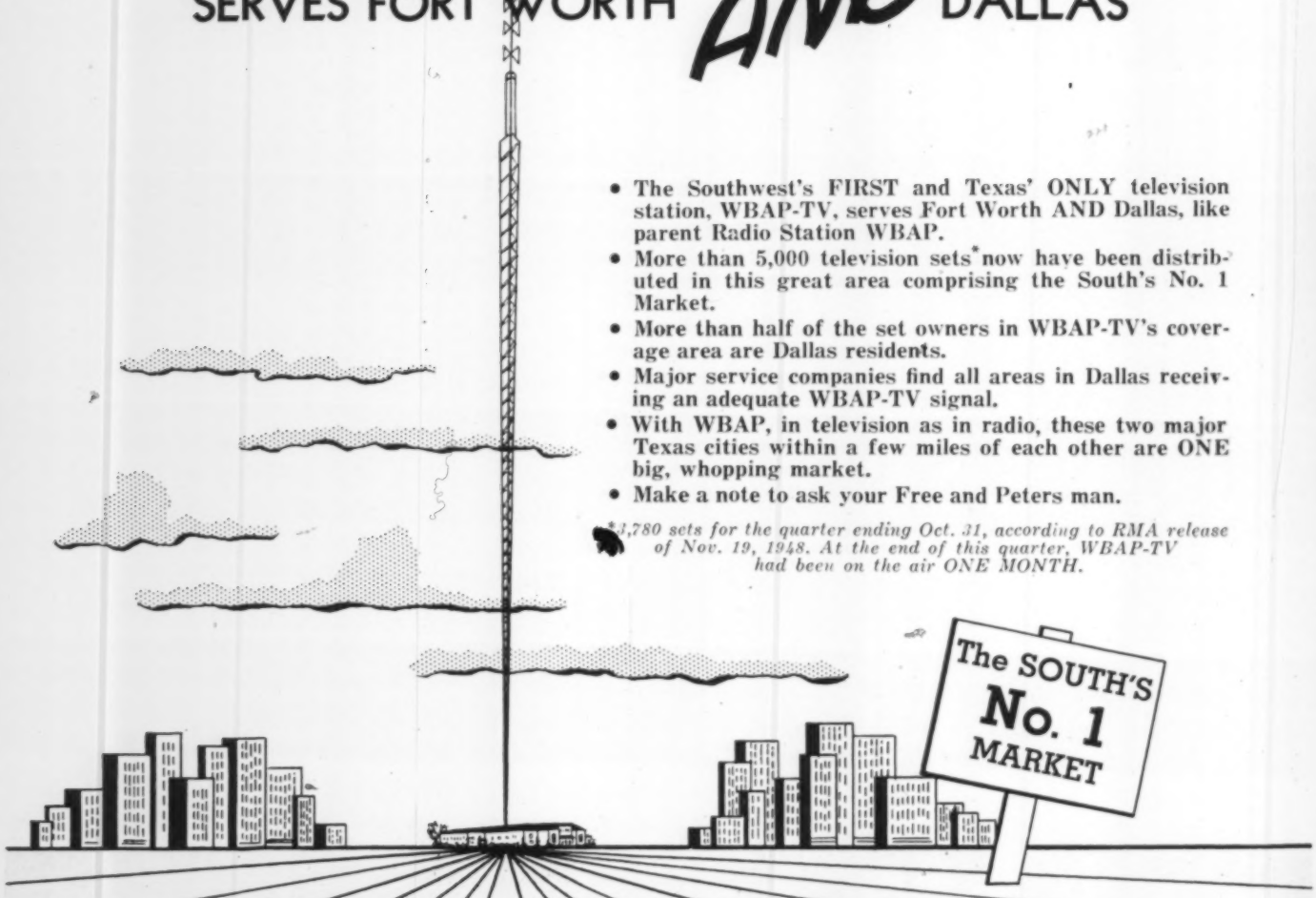
A Service of Radio Corporation of America

WBAP-TV, FORT WORTH

SERVES FORT WORTH *AND* DALLAS

- The Southwest's FIRST and Texas' ONLY television station, WBAP-TV, serves Fort Worth AND Dallas, like parent Radio Station WBAP.
- More than 5,000 television sets* now have been distributed in this great area comprising the South's No. 1 Market.
- More than half of the set owners in WBAP-TV's coverage area are Dallas residents.
- Major service companies find all areas in Dallas receiving an adequate WBAP-TV signal.
- With WBAP, in television as in radio, these two major Texas cities within a few miles of each other are ONE big, whopping market.
- Make a note to ask your Free and Peters man.

5,780 sets for the quarter ending Oct. 31, according to RMA release of Nov. 19, 1948. At the end of this quarter, WBAP-TV had been on the air ONE MONTH.



● THE SOUTHWEST'S FIRST TELEVISION STATION

● THE FORT WORTH-DALLAS AREA'S ONLY TELEVISION STATION

WBAP

THE STAR-TELEGRAM STATION

SINCE 1922

FORT WORTH 2, TEXAS

ABC	NBC	Lone Star Chain	AM FM TV
570 Kc	820 Kc		
5,000 watts	50,000 watts		

Amon Carter, President
Harold Hough, Director

George Cranston, Manager
Roy Bacus, Commercial Manager

FREE & PETERS, INC. *National Representatives*

Fort Worth: Detroit: Atlanta: San Francisco: Chicago: New York: Hollywood

TELECASTING
BROADCASTING
DECEMBER 27, 1948

Further television plans are discussed by Messrs. Pettingell (l) and Barnes.

A. S. BECK PUTS ITS FOOT IN TV

And Finds It a Natural for Shoes

By FLORENCE SMALL

ON A CLEAR but undistinguished afternoon this fall a woman walked into a shoe store in mid-town New York and placed an instant and blanket order for several pairs of shoes.

The incident would seem commonplace enough were it not for several embellishing factors: (1) The woman was a member of one of the wealthiest families in America; (2) the shoe store was one of a national chain, the A. S. Beck Co., known chiefly for the moderate price of its footwear; and (3) the shoes she ordered with such dispatch and assurance were those she had seen the previous evening on the Gloria Swanson television program sponsored locally by the shoe firm.

"That one incident is an example . . . no, I'd say a *symbol* of the sort of thing that has been taking place since we went on television," said Atherton Pettingell, fashion-plate president of Dorland Inc., the agency which handles the A. S. Beck account.

"More and more people are coming in and asking for 'that pair of shoes I saw on television last night'," he continued. "It's a trend that has made us realize we have struck a real mine in the new medium, television."

The company began its soundings last June, when, diverging experimentally from its almost exclusively black-and-white advertising policy, it invested in the Gloria Swanson show on WPIX (TV) New York to promote its ladies' shoes.

Doubles Television

Less than a half year later the firm has almost doubled the television portion of its nearly half-million-dollar advertising budget and has expanded it to include a vigorous video promotion of its men's shoes as well as its feminine footgear.

"The women's shoes sold so well," said Mr. Pettingell, "that it became almost inevitable that we branch out to include the male customers in our promotion."

The new sales departure, however, called for a departure in programming, and Howard G. Barnes, brilliant young radio and television head of the agency, was summoned to formulate a video sales campaign.

The result was one of the most entertaining and expertly conceived series of one-minute spots to be seen on television today.

Mr. Barnes called in Marc Lawrence, a top-drawer creative writer, and Allan Melvin, one of the ranking night club impressionists, to fashion a quiz-commercial entitled "Whoozit?" which, for sheer entertainment, rivals the best offerings on the band. But, most important, it incorporates a vigorous selling technique with taste.

"And what's more," adds Mr. Pettingell, "it sells shoes."

The series was inaugurated during the World's Series in October and was placed before and after the games on WPIX WFIL-TV WJZ-TV and WXYZ-TV. Currently the "Whoozit?" spots are used every Friday night on the Bob Howard program, 6:45-7 p.m. on WCBS-TV, and preceding the Giants football games Sunday on WJZ-TV and in the Tuesday night fights on WJBK-TV Detroit.

For the past 24 years advertising for the A. S. Beck Co. has been directed by Mr. Pettingell, Dorland's president. The firm has 65 stores in the New York area, and 120 nationally.

Mr. Pettingell Is Convinced

In discussing the broad future plans of the company Mr. Pettingell said: "It looks like we're in television to stay. The medium has sold us . . . by selling us."

TELEVISION IN 1949

Meteoric Growth—Batson

CHARLES A. BATSON, editor of NAB's *Television Report*, forecasts continued "meteoric growth" for TV in 1949, though it will be a year of consolidation with actual progress not so "spectacularly apparent to the naked eye." Linking of East and Midwest will be followed by setting up by AT&T of more circuits along existing routes rather than "spectacular thrusts of new connections across the Continent."

Mr. Batson

FCC's freeze started the period of consolidation, with the retarding effect apparent in 1949. Should the freeze continue into the summer, he sees a "deceleration in the rate of TV expansion." Stations authorized before the freeze will continue to come on the air, however, with existing stations extending their service and improving quality.

What will all this mean to TV station operating costs? Says Mr. Batson:

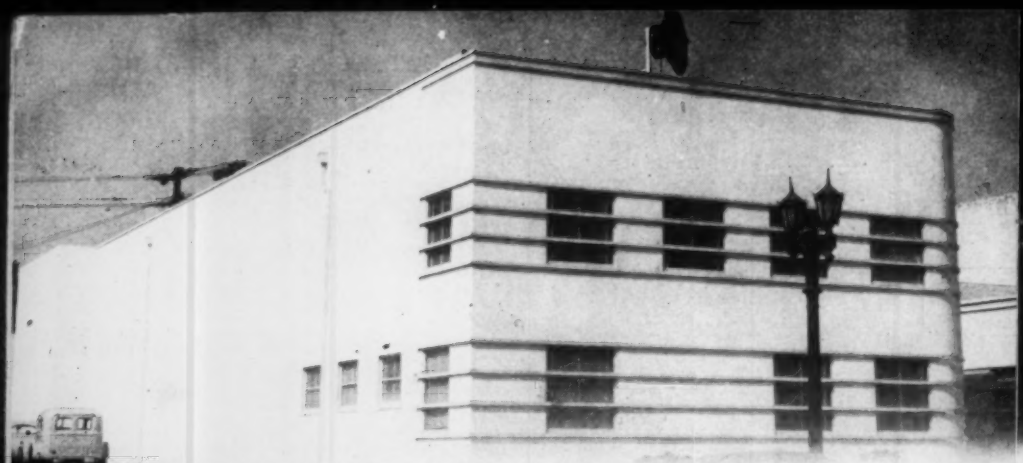
"It is barely possible that some of the first fruits of quantity production and wider distribution of programs might be harvested in the form of lower unit costs. The accent being placed upon improved quality in programming is almost certain, however, to absorb any possible gains in that direction.

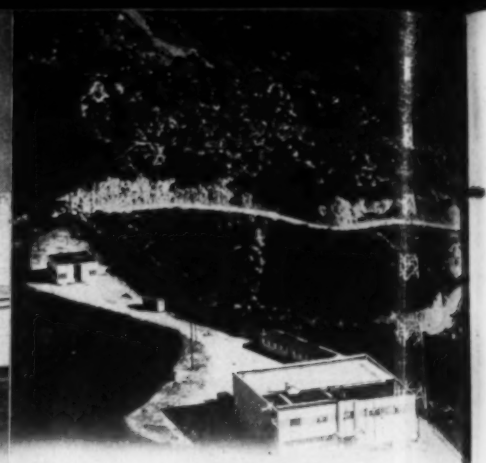
"Most heartening opportunity for cost reduction lies in the rapidly increasing number of sponsors using the medium. Here the telecaster's mangled pocketbook gets some relief from the fortunate fact that a program sponsor normally pays not only for time but talent also.

"Offsetting this, though, is the public demand which stations feel for increased hours of operation. Just as a station with a limited schedule begins to approach the break-even point, management often finds it advisable to extend the hours of programming.

"The really fundamental progress of 1949 will be continued rapid growth of circulation. With larger and larger audiences, television stations will be able to adjust their rates into a more realistic ratio with costs of operation."

YEAREND ROUNDUP STARTS ON PAGE 21





L.A.'S 'MT. MILLIONS'

By RALPH TUCHMAN

MT. WILSON has television to thank for a change of face if not a change of name. And many Los Angeles television people will tell you that when they think of the mountain the name that comes to mind is "Mt. Millions."

Reason for the name is apparent when one considers that the investment in transmission sites and equipment atop Mt. Wilson by the seven authorized Los Angeles area stations is approximately $2.7 million.

At present four Los Angeles stations are operating—KFI KLAC-TV KTLA and KTSL (W6XAO). Three are yet to go on the air. They are KTTV KNBH and KECA-TV. KTTV (*Los Angeles Times*-CBS) is due for its inaugural with the telecast of the Rose Bowl Game and the Tournament of Roses parade which precedes it on Jan. 1. NBC's outlet, KNBH, is expected to go on the air before the end of January. KECA-TV is scheduled to be operating by spring as the ABC station.

Pioneer station of the group is Don Lee's KTSL which is operating under provisional commercial authority of the FCC. Its first telecast was beamed in December 1931.

Next came KTLA, owned by Paramount Television Productions Inc., which started experimental telecasting in September 1942, and turned commercial in January 1947. Third was KFI-TV, owned and operated by Earle C. Anthony Inc., and not at present affiliated with any network although its sister AM station is the NBC outlet in Los Angeles.

Set a Record

KLAC-TV is owned and operated by Dorothy S. Thackrey but has been sold to Warner Bros. along with KLAC Los Angeles and KYA San Francisco for an overall price of $1,045,000 subject to FCC approval. The station set local history and possibly a national record by getting on the air just 60 days from transmitter ground-breaking ceremonies to the telecasting of its first program on Sept. 17, 1948.

All seven stations are operating from or are finishing their transmission site atop Mt. Wilson. Only Don Lee, of the four operating stations, is not using a Mt. Wilson antenna at present. It has been operating from Mt. Lee in the Hollywood Hills but expects its Mt. Wilson site to be completed before spring. Upon the completion of Mt. Wilson site, Don Lee will continue to use its studio facilities on Mt. Lee.

KTLA has two large studios which measure approximately 35 x 50 feet and 25 x 35 feet in addition to a film studio. KFI-TV boasts a 40 x 70 foot studio for live programming and a film studio. KLAC-TV has a 40 x 50 foot studio for live presentations plus a film studio. As soon as power facilities are completed the station will have use of an audience studio with a stage measuring 20 x 30 feet.

KNBH will have use of a studio reconverted from an AM facility with dimensions of 50 x 110 feet. Adjoining this studio, NBC has built a complete unit with a commentator's studio, projection room, viewing room and a large film vault.

KTTV, which is to have its main studios atop the Bekins Building in Hollywood, has a 40 x 40 foot space plus a film studio. In addition the station will make use of one of the CBS Hollywood radio studios as well as the *Los Angeles Times* auditorium.

Television Center

KECA-TV will operate from the old Vitagraph Studios lot recently purchased, and renamed Television Center. There, two large studios are available measuring approximately 105 x 250 feet and 100 x 175 feet respectively. In addition to these, ABC also will have considerable open land for outdoor shots within the acreage purchased.

Since Los Angeles area stations will all share the same transmission point it is surprising that their basic hourly charges are approximately the same. Four stations — KTTV KTLA KECA-TV and KNBH—each list a basic rate of $500 per hour.

KTLA in addition lists Class B and C time at lower figures. KLAC-TV lists $450 and KFI-TV asks $400. Don Lee's KTSL is lowest with an asking price of $300; the latter is no doubt partially explained by the reduced coverage resulting from transmission atop Mt. Lee. This figure is expected to be adjusted as soon as the station is beaming its image from Mt. Wilson.

KTLA leads in total program

COMPLETED on Sept. 1, 1948, KFI-TV's Vermont Avenue studio (left photo) houses a 40' x 70' studio, dressing and make-up rooms, engineering and administrative offices and features modern lighting and acoustical installations. From its lofty 1,700 foot perch on Mt. Lee in Hollywood the Don Lee television transmitter (right) producing 16 kw, sends out the KTSL signals.

CONSTRUCTION of KECA-TV's $550,000 transmitter building is expected to be completed in time for early 1949 operation. Concrete, steel reinforced structure has two floors, each with area of 1,650 square feet. Two-car garage and caretaker's residence adjoin building.

TRANSMISSIONS from KTTV (TV) will emanate from the transmitter of KNX-FM and KTTV (TV) atop Mt. Wilson. Top portion of pylon is KTTV's super-turnstile antenna, lower part KNX-FM's antenna. Headquarters of KNX-FM are located at right, those for KTTV at left of doorway.

NBC is represented on Mt. Wilson by the transmitter building of KNBH, the interior of which is shown here. KNBH is planning to be on the air in January with a minimum of 12 hours weekly.

time, having averaged in excess of 45 hours weekly during November with a likelihood of extending this total to 60 hours weekly by the year's end, according to Klaus Landsberg, general manager. Of this total program time approximately 50% is sponsored based upon an average for the year of 1948. KTLA telecasts seven days a week.

KTSL has been averaging 18 hours weekly and telecasting seven days per week. Of this total approximately 20% is sponsored.

KFI-TV averages about 15 hours weekly, Wednesday through Sunday. Of its total telecast time approximately one-fifth is sponsored. The station has no immediate plans for enlarging its telecasting schedule.

KTTV Plans

KTTV is expected to start with 15 hours of programming weekly. This will include kinescope film versions of programs seen live on eastern CBS stations. Although the station is understood to have signed up a goodly portion of sponsored time in advance of going on the air no figures on the per cent of sponsored time has been given.

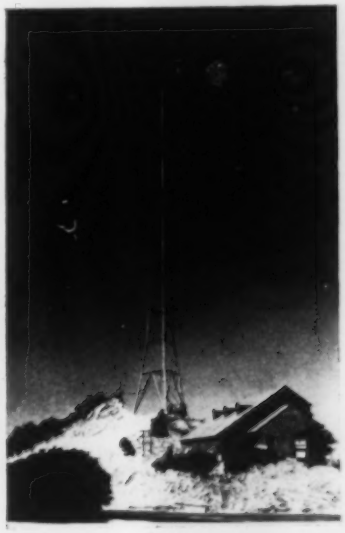
KTTV will definitely be on the air five days a week but the decision on which days these will be has not been announced.

KNBH plans to be on the air sometime in January with a minimum of 12 hours weekly, according to Harold J. Bock, western director of television operations. Schedule will call for five days of telecasting weekly, Sunday through Thursday.

KECA-TV which will be on the air before spring is understood to be planning a seven-day weekly schedule starting with a minimum of 14 hours each week. This is expected to be built up rapidly after that but network officials are reluctant to name the specific total set as goal.

Sales personnel of the seven stations are: KTLA: Harry Maynard, sales manager; and at KTSL it's Robert Hoag; KFI-TV: Kevin Sweeney, sales manager; KLAC-TV: Don Fedderson, general manager; KTTV: Frank King, sales manager; KNBH: Frank (Bud) Berend, sales manager; KECA-TV: Frank Samuels, national sales; Amos Baron, local sales manager.

REMODELED KTLA (TV) studios are located at 721 North Bronson, adjacent to the Paramount Pictures lot in Hollywood. Three of the KTLA mobile unit trucks are lined up beside the studios. KTLA began commercial operations in January 1947.



IT TOOK just 60 days from the time of breaking ground at this transmitter site atop Mt. Wilson for KLAC-TV to telecast its first program Sept. 17, 1948.

VIDEO SAMPLE

Korry Develops New Show

TELEVISION variant of wire-recorded newscast is in experimental stage in Seattle, where Korry Film Productions is developing new format for possible sponsorship on KRSC-TV. First sample is being auditioned by agency and sponsor representatives now.

Set up as a 15-minute weekly digest of local news, *TV Newsfeatures* ranges from such spot-news items as fires, explosions and plane crashes, to strictly feature spots, such as the miniature railroad built in a Seattle man's basement. The show is canned on 16mm film.

Working with the Korry organization is Bob Ferris, on-the-beat radio reporter who developed *This Is It*, wire-recorded nightly news show on KJR. Mr. Ferris and Ed Johnston, veteran movie cameraman, go on news-hunting jaunts in a station wagon.

IER PLANS

TV to Have Larger Place, Dr. Tyler Says

TELEVISION will have a larger share in the 1949 Institute for Education by Radio, it was announced last week by Dr. I. Keith Tyler, Institute director and coordinator of radio activities at Ohio State U.

Plans for the Institute, to be held in Columbus, Ohio, May 5 through 8, are being formulated by a newly-formed advisory committee which held its first meeting in Columbus Dec. 11. A second meeting is scheduled for mid-January.

"There will certainly be at least one general session on television next year," Dr. Tyler said. The place of television on the Institute program will be expanded also through scheduling of special groups devoted to television writing and production, he said, and chairmen of the work-study and special interest groups will be asked to integrate video, as it affects their fields, into their programs.

Other decisions of the committee concerning the 1949 meeting, Dr. Tyler reported, were: There will be a smaller number of special interest groups and clinics; to make it possible to attend more interest groups and clinics and to reduce conflicts in interests, two, rather than one, meeting periods will be scheduled on each of two afternoons, and the Institute dinner will be held the afternoon of the final day of the meeting, Sunday, May 8.

The new advisory committee, membership of which is soon to be completed, replaces a local advisory group which had represented Columbus stations and Ohio State U.

Members of the committee who attended the Dec. 11 meeting were:

Representing FM Assn.—Robert S. French, general manager, WVKO Columbus. Representing Columbus stations—Irwin Johnson, director of public relations and public service, WBNS Columbus. Representing National Assn. of Educational Broadcasters—Harry J. Skornia, radio director, Indiana U. Representing Assn. for Education by Radio—George Jennings, director of radio council, WBEZ Chicago public schools. Representing national organizations—Harriet Hester, Marshall-Hester Productions, American Medical Assn. Representing local organizations—Margaret M. Butler, president, Radio Council of Greater Cleveland. Representing IER—Dr. Tyler.

Present at the meeting as observers for NAB were Robert K. Richards, director of public relations, and Kenneth H. Baker, director of research. Seven committee members representing different types of NAB membership are to be selected.

Two other members of the new committee, not present at the meeting, are M. S. Novik, public service radio consultant, New York, representing "Miscellaneous Constituency," and Harlen Hatcher, Ohio State vice president, representing the university.

One additional member, still to be selected, will represent TBA.

Gets DuMont Post

TOM GALLERY, for last four years New York Yankees general sales manager, will join Allen B. DuMont Labs. Jan. 2 as public relations director for DuMont TV network. Before joining Yankees Mr. Gallery was with Brooklyn Dodgers football team.

COIN VIDEO

Tax Is Still Necessary

PUTTING a coin device on a television set in a taproom does not mean the operator can avoid buying an amusement license. The State Liquor Control Board at Harrisburg has so ruled in a letter made public by Horace A. Segelbaum, Deputy Attorney General, assigned to the board, to the Philadelphia Retail Liquor Dealers Assn.

Patrick Cavanaugh, association head, had informed the board he had installed a coin-operated device in his television set at his licensed place at 3132 Market St., Philadelphia.

The board declared that "the fact that a coin receptacle is connected with a television set does not exempt the same from the statutory requirement of the special permit."

CONFERENCE

TV On Chicago Agenda

LOCAL RADIO, television and advertising leaders will counsel high school students free of charge at the first Chicago Area Career Conference at the Illinois Institute of Technology Dec. 28-30.

Men and women working in TV, AM and agencies will lecture on the technical and creative aspects of each, daily from 9 a.m. until noon and from 1:30 to 4:30 p.m. More than 6,000 Chicago area students from public and parochial schools are expected to register for counselling in 52 subjects, which also include electronics, dramatics and salesmanship. Jobs are categorized as engineering, arts and professions, commerce and industry and civil administration and public service. Events of the conference will be televised by WBKB Chicago, Balaban & Katz station, if remote shows are sponsored.

The three-day session is being planned under auspices of the Chicago *Sun-Times* and the Chicago Technical Societies Council, a group of 55 engineering and technical organizations. Speakers have not been selected yet.

Critique of TV Sound

EDITOR, BROADCASTING:

I have just finished reading the article by Gerald King entitled "A Report on Tape" which appeared in your Nov. 29 issue. In the interest of accuracy I hope you will give consideration to my criticism of some of Mr. King's statements.

He says, "—And finally there is TV. Every listener to TV has one big squawk—the horrible quality of sound on the films which are telecast. THIS IS AN INHERENT FAULT IN 16mm FILM. The optical system of recording makes it an impossibility to record frequencies on 16mm film at the present rate of speed of much in excess of 4,000 cps. Not only is the quality bad, but the flutter is worse.

"Cumbersome as it may seem, TV may have to come to an independent track of sound on tape to go along with the sight picture. TV sound is transmitted by the FM system and it is only short of criminal that this type of sound is allowed to go out over TV stations."

I have had many years experience with 16mm recording and am prepared to prove that many current recording systems can and do now record directly on film up to 7,000 cps. As a matter of fact the standard tests films available from The Society of Motion Picture Engineers will prove this.

A new 16mm sound system developed by J. A. Maurer will record flat to 10,000 cycles and is only down 7 db at 12,000 cycles. The flutter content of prints is .1% overall. If desired many films can be supplied to prove this statement.

There is no arguing the fact that much 16mm television sound is horrible, but Mr. King assigns the wrong causes to this effect. Here are reasons why 16mm sound is so often way below par (bear in mind that when these reasons are taken cumulatively, and they most often are, the end result can be pretty horrible):

1. Improper movement of the film over the recording drum. Either the equipment is out of adjustment or is of fundamentally poor design. Too often you hear the statement, "good enough for 16." That's an attitude, not a fundamental fact.

2. Careless processing which in the case of contact printing means printer slippage; again this is nothing that cannot be prevented by good design and maintenance.

3. Improper adjustment of the reproducing equipment employed by the television station.

4. Shrinkage of the film stock due to old age of prints.

If all of these faults are present in any one print, and as I have said, very often they are, you do get pretty terrible sound.

However in the interest of doing justice to the fine work of many 16mm recording manufacturers and processing laboratories may I say that it is grossly unfair to make the sweeping statement that "THIS IS AN INHERENT FAULT IN 16mm FILM" and that by implication this type of sound track is no good for television.

Ralph Brooke Austrian
Treasurer
Society of Motion Picture Engineers
TV Consultant
New York

* * *

Open Ike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

TELECASTING Favored

EDITOR, BROADCASTING:

I am glad to see BROADCASTING take its most progressive step in publishing a special TELECASTING section each week. Your initial endeavor contained much material which will be a constant source of information for us. All of us at KNBH (TV) will look forward to future editions.

Best wishes to you and yours for a very Merry Christmas and the best New Year you have ever had.

Harold J. Bock
Manager
Western Network Television
NBC Hollywood

AIR FORCE

TV, AM Series Under Way

MATERIAL for documentary radio and television programs on Air Force activities in Germany is now being prepared. Col. Howard L. Nussbaum, Air Force radio and television chief, left for Germany Dec. 19 with Warner Bros. producer-writer Ranald MacDougall to prepare the series.

The material will be available for use in this country after the first of the year. TV film shot will be used in conjunction with live studio video programs.

More than two-dozen radio, stage and screen personalities, including Bob Hope, Irving Berlin and Jinx Falkenberg, are being flown by the Air Force to Europe to entertain American personnel during the Christmas season.

Anticipation

KFI-TV anticipated that you would want to participate — that you would want to buy your sales messages *in* programs as well as adjacent to them.

We feel that this is the way an advertiser will discover what type program or announcement will produce best results for him.

So KFI-TV has designed virtually all its programs to accommodate participations — at the same rate that you would normally pay for announcements.

Ours

Participation

These established programs are available right now on KFI-TV for participation:

LADIES DAY, a variety show with live music and colorful M. C. and singers, TV version of KFI's successful morning participation program;

MAIL BAG OF HOUSEHOLD TRICKS, an ideal vehicle for introducing a new household product or gadget;

KFI-TV NEWS ROOM — Acme Newspictures — tomorrow morning's pictures tonight...with ace reporter Pat Bishop narrating.

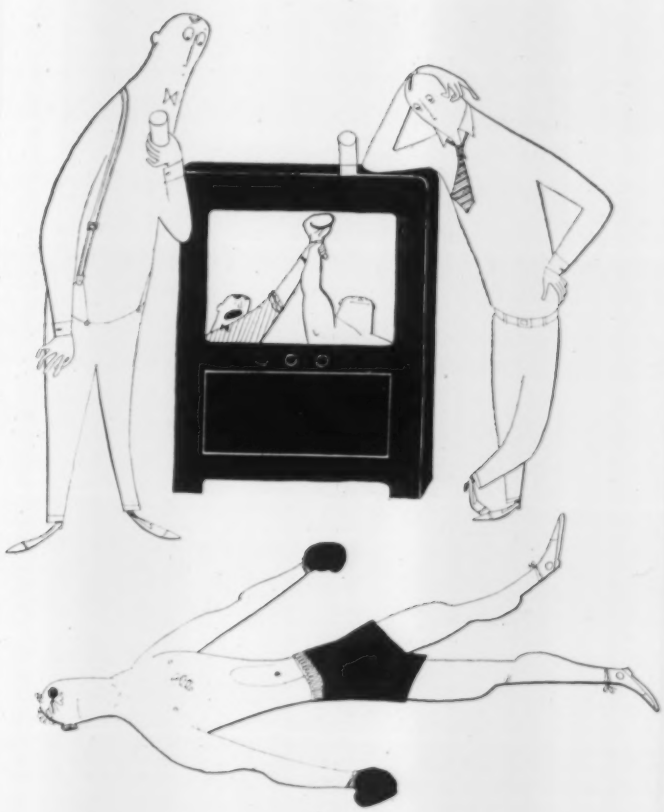
Yours

You can sample television in Southern California with live or film announcements in the heart of a show as if it were your own program—for as little as $75.00 a week.

KFI-TV
LOS ANGELES CHANNEL 9

Earle C. Anthony, Inc.

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO., INC.



Sure, Television's amazing

—and it's practical, too!

The First

CHICAGO TELEPULSE

The Pulse is pleased to add Chicago to its present television cities—New York and Philadelphia.

First Report January 1, 1949

Watch this column next month for the first Pulse teleratings for Chicago.

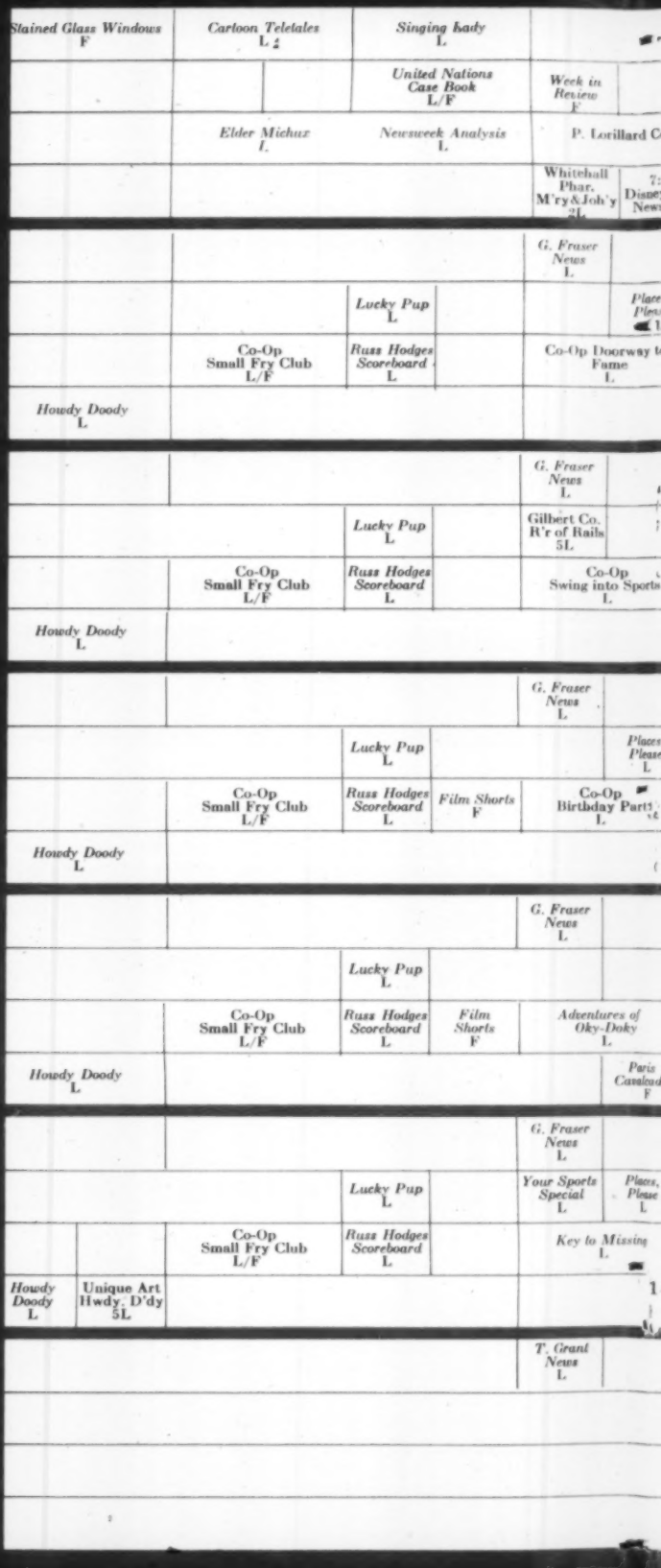
Is television penetrating down the economic scale? Here are Pulse estimates of ownership of television in New York by economic levels.

% OWNING TV SETS

	Jan., '48	Nov., '48
Rich	8.8	22.2
Upper middle class	1.1	14.9
Lower middle class	1.1	10.4
Poor	.6	3.1
Total ownership	1.4	10.1

For Other Telefacts
Ask The Pulse

THE PULSE INCORPORATED
ONE TEN FULTON STREET
NEW YORK 7, N. Y.



| | | |

WCBS-TV programs carry a terrific sock for New York television audiences. For WCBS-TV consistently delivers the largest audiences of all New York television stations, quarter-hour by quarter-hour, seven nights a week. More people tune more often to WCBS-TV than to any other station—which is why it is the most practical advertising buy in television today.

CBS-TV

NOW OPERATING IN 29 MAJOR MARKETS

THE PULSE

TV Ratings Issued

TOTAL quarter hours of television programs are approximately 50% greater than their August number, according to The Pulse Inc., New York. Another station has entered the video field since the survey firm's August classification of programs, and daytime television on a continuing basis has brought new types of programs to the viewer.

Visual sports still leads in total number of quarter-hours, although drama continues to receive the highest average rating (20.6), followed by comedy-variety (19.5).

The following is a comparison of New York televiewing by program types in August and November 1948:

	August		November	
	¼ Hrs.	Av. Rating	¼ Hrs.	Av. Rating
Visual Sports	196	11.8	166	13.6
Feature Films	136	8.5	93	5.5
Film Shorts	60	8.5	85	5.9
Music	51	6.1	90	5.2
News	48	8.7	114	5.4
Kid Shows	42	13.0	71	12.1
Comedy-Variety	29	16.8	32	19.5
Quiz Shows	20	9.6	16	12.4
Drama	10	23.6	19	20.6
Forums, Discussions	9	8.8	19	8.4
Sports News	6	14.5	10	9.3
Fashions	4	10.8	10	4.4
Religion	4	4.5	8	2.9
Washington News & Politics	2	8.5	3	3.3
Food & Cookery	2	15.5	2	10.0
Beauty	2	3.5	2	4.0
Westerns & Serials (Incl. in Feature Films)			48	6.9
Women's Interest (Incl. in Miscellaneous)			41	5.5
Special Events	—	—	37	17.7
Interviews With Personalities	—	—	20	3.7
Hobbies (Incl. in Miscellaneous)			6	7.3
Comedy Episodes* (Incl. in Comedy-Variety) Shows			4	4.9

VIDEO RATES

KTTV Announces Card No. 1

KTTV (TV), CBS and Los Angeles *Times* owned station which inaugurates weekly television programming New Year's Day, has published rate card No. 1, Harry W. Witt, KTTV general manager, has announced. Station operates on Channel 11 (198-204 mc).

Rate schedule, effective Jan. 1, 1949, lists Class A airtime at $500 per hour and Class B at $300. Other top periods are scaled as follows: 40 minutes, Class A $400, Class B $240; 30 minutes, Class A $300, Class B $180. Rates for 20-, 15-, 10- and 5-minute segments are also included. Class A time is that between 7 p.m. and 10:30 p.m., Monday through Friday, and 1 p.m. to 10:30 p.m., Saturdays and Sundays.

Station breaks and service announcements on sound film are listed at $75 and $45 for each class, while one-minute announcements on sound film are $100 and $60 respectively. Above rates include use of film facilities.

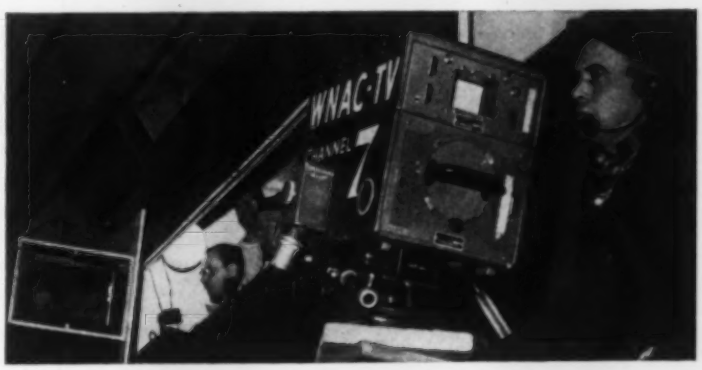
DONE WITH MIRRORS

WNAC-TV Solves Video Hockey Problems

WHERE there's a will, there's a way—and where there's TV there are also mirrors, at least at WNAC-TV Boston. The station, faced with problems similar to those confronting early AM broadcasters, has reached a happy solution—mirror magic.

WNAC-TV, new video outlet of the Yankee Network, currently is telecasting all home hockey games of the National Hockey League's Bruins at Boston Garden under sponsorship of the local Chrevolet Dealers Assn. Frank Ryan, Bruins' publicity director for many years, does the play-by-play, while WNAC-TV sports director Lester Smith gives commercials, interviews and color highlights.

Two cameras were placed in the most advantageous positions to follow the elusive puck on the rink. There still remained a problem, however—how to telecast Messrs. Smith and Ryan. Installed on a specially-built platform, camera No. 3 fell short of picking them up. Suddenly light dawned—reflected light—and the germ of an idea. Now, WNAC-TV's No. 3 engineer focuses his camera on the mirror, and picks them up in action.



Bo Foster, WNAC-TV engineer, focuses camera No. 3 on "looking glass" at left to catch Messrs. Smith and Ryan (in booth) in action. Looking down between them is Paul Gerhard, sound engineer.

	August		November	
	¼ Hrs.	Rating	¼ Hrs.	Rating
Mr. & Mrs.	—	—	3	6.2
Miscellaneous	27	8.0	16	7.0
Total hours of TV time	648		915	

* This category includes programs that present different episodes in the lives of the same characters (as Mary Kay & Johnny) without breaks for entertainment of non-dramatic nature.

Video Discussion

SALES managers of Chicago's four video stations will discuss television at Chicago Advertising Executives Club dinner meeting Jan. 10 in the Electric Club. Norman Lindquist, TV director at Malcolm-Howard agency, will act as moderator for George Harvey, WGN-TV (MBS); Jerry Vernon, WENR-TV (ABC); Oliver Morton, WNBQ (NBC), and Mel Wolens, WBKB, Balaban & Katz station. Session was planned by Lawrence Foster, sales promotion manager of the Fair Store, to educate sales managers, many of whom will be using TV for the first time next year.

WNAX Yankton-Sioux City has been awarded American Legion's 1948 National Radio Citation for distinguished public service in South Dakota.

WDTV OPENING

DuMont TV at Pittsburgh

WDTV (TV), DuMont's Pittsburgh television outlet, will be launched Tuesday night, Jan. 11, on Channel 3 (60-66 mc). One-hour inaugural show will originate at Pittsburgh's Syria Mosque. Participating will be Pittsburgh business and civic leaders, state officials and radio and stage personalities.

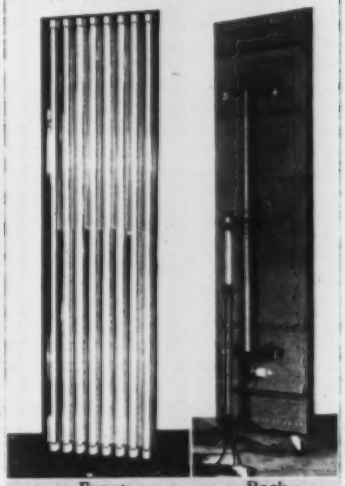
Start of regular programming has been timed to coincide with the opening of AT&T's coaxial link between East and Midwest video networks.

Lower level of Syria Mosque will feature an exhibit of TV receivers on WDTV's opening night. Following the inaugural, guests will be invited to watch DuMont network programs originating from New York, Chicago, Washington and Boston.

Appointment of Pete Wasser to handle production and promotion for WDTV was announced by the station last week. Mr. Wasser, recently general manager of KQV Pittsburgh, also will act as coordinator. He will work closely with Donald Stewart, formerly at DuMont headquarters, New York, whose appointment as WDTV's general manager had been announced earlier [BROADCASTING, Dec. 13].

EXTRA!

NEW OLESEN TV Fluorescent Fixture Announced



Front Back

Hollywood, Calif.—The new Olesen VFF-400-A Fluorescent Fixture recently announced here, is the result of long experimentation and research in cooperation with leading TV studios. The light provides basic TV studio lighting and offers many unusual features. Custom-built switchboards to accommodate the new fixtures can be designed by Olesen to meet all requirements, it was stated.

Features of the new Olesen TV light include: *Cool, glareless illumination; virtually shadowless; light-weight aluminum construction; mounts on stand or hung on pipe clamp or chains; Cannon connectors; instant starting; constant voltage ballasts* and many more.

MAIL THIS COUPON FOR MORE INFORMATION!

OTTO K. OLESEN CO.
1534 Cahuenga Blvd.
Hollywood 28, Calif.

Gentlemen: Please send me additional information on the new Olesen TV Fluorescent Fixture, VFF-400-A.

Name_____

Firm_____

Address_____

Title_____

Telestatus

Programming Needs

(Report 39)

By WAYNE WIRTH

Vice President and Director of Television
Van Diver & Carlyle Inc., New York

A LOT OF PEOPLE have been kidding themselves in television and trying hard to kid others. Wherever they gather, there's talk, and generally you can guess from his line where the speaker started. It shows up in the programs, too. Radio, movie, legit, vaudeville men still talk in terms of their first medium.

THE UNRESOLVED controversy of television programming is here analyzed by an agency television expert. The author explains that TV can't be programmed in terms of older media: Radio, movies, legit, vaudeville. TV must develop its own formulas, he says, as a distinct medium. Viewers are seen to become more critical as video's novelty wears thin.

There are plenty of pure radio shows on the air which merely allow the audience to see the performers singing and talking as before. About 25% of current TV shows are no more than radio shows with video. Most of the films on TV are bad because the program director had to disregard the fact that a movie long shot—even a medium long shot—dwindles into a hodge-podge on the kinescope plus the warping of pictures around the edges. Vaudeville acts are simply smaller and less interesting than they were 20 years ago on the old Keith circuit.

The thing is: Not enough professionals in the business recognize that TV is a distinct medium with its own artistic and dramatic framework, its own technical limitations, and a new psychology as far as the audience is concerned. There are no sure-fire formulas—yet. Action and variety, for example, are not enough in themselves to carry a show; nor is a fast pace.

Poor programming thus far has several causes. Perhaps, contrary to the old saw, lack of cash is the root of the evil, but at this stage, even unlimited funds for talent and production probably would not provide good TV. This new and gleaming blossom has attracted all manner of fast-talking brethren. There are the young tyros who think that the youth of TV makes production experience of other kinds unnecessary. There are the unimaginative professionals too inept to extend experience acquired in other media. In short, there aren't enough with the sort of experience needed in this game.

There are very few who have labored with it through the purely experimental stages, and among these there are fewer still whose background is broad enough to encompass all the skills which will eventually help to create shows peculiarly "televisual." The films, the legitimate stage, musical comedy, radio—all have something to contribute, but an expert in any established medium has much to learn, perhaps much to unlearn, too—before he can develop shows which have essentially "videographic" quality.

Take a look at what there is on the air now. Perennially popular sports are natural for TV, needing chiefly technical proficiency for production. In general, the same may be said of news. The *Texaco Hour* is probably the best show to date designed solely for video, but the critics agree that it is no more than good—high praise at this stage. Beyond this there are a few amateur-participation programs which show promise of what our new medium can do, and this is largely due to the universal appeal of ordinary people. It is difficult to find anything else of real merit.

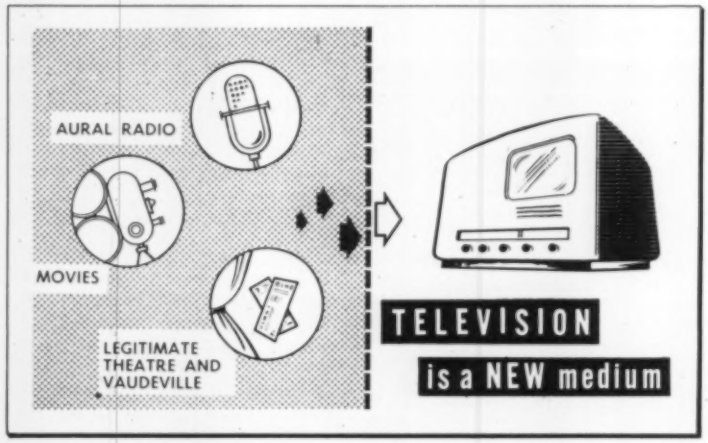
Mediocrity Will Dim Fervor

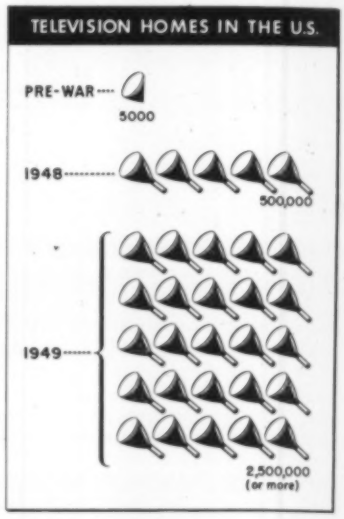
For the moment the TV boys can get by, counting on the novelty of the new toy, but thanks to the attention demanded of the viewer—far greater than in radio—mediocrity will soon dim initial enthusiasm and provoke increasingly critical discernment. In addition, however contented the majority of the audience may be with the assembly-line formulas of Hollywood and radio, its aesthetic awareness has already been dulled enough to require something more than a few "gimmicks" and "switches" to evoke continuing interest.

To cope with these problems, a TV station must have a program director with a broad background as well as a thorough familiarity with the framework in which he works. The hand is quicker than the eye, but what the eye sees makes a lasting, vivid impression. The human animal has counted on the evidence of his eyes far longer than on words, spoken or written. Words can vaguely describe people and situations so that the audience can develop its own mental pictures, but the picture when shown, must be satisfactory.

In evaluating and shaping basic material, therefore, the program director must have a wealth of human experience in ordinary affairs as well as knowledge of his medium. True, it is difficult to recognize such men now without precedents to follow, but be wary of the director who made his mark in other fields. There is much for him to learn before his talents yield praiseworthy material.

The interested parties—stations, agencies, producers—in effect need a new genius, a new Florenz Ziegfeld. Yes, the man will be a showman, old enough to have been around, shrewd enough to understand the possibilities and limitations of the medium, talented enough to create stuff that is especially good on video. Many, like A. J. Balaban, director of the Roxy Theatre, express the view that veteran showmen will slide easily into controlling positions as TV begins to pay. They may well secure that control, but there will be nothing easy about it. One of the most promising single-shots seen to date was produced by a boy still under 30. Showmanship is great stuff, but a good deal more is needed, too.





RATE CARD

No. 4 Issued by WFIL-TV

WFIL-TV Philadelphia's rate card No. 4 becomes effective Jan. 1, 1949, according to Kenneth W. Stowman, sales manager. The new rates have been set up on a "package basis." No longer will a sponsor buy just "time" on WFIL-TV. From Jan. 1 on, rehearsal charges will be included in the rate along with production, staff announcer, studio, camera and film facilities.

In the rate guarantee clause of the new card, rates charged advertisers who are on the air prior to the effective date will be governed by existing agreements.

Live program rates will be: One hour—$400, one time; $380, 26 times; $360, 52 times; one-half hour—$240, one time; $228, 26 times; $216, 52 times; 20 minutes—$200, one time; $190, 26 times; $180, 52 times; one-quarter hour—$160, one time; $152, 26 times; $144, 52 times; 10 minutes—$120, one time; $114, 26 times; $108, 52 times; five minutes—$80, one time; $76, 26 times, and $72, 52 times.

Rates for announcements (live and film) will be for one minute or less—$50, one time; $47.50, 26 times, and $45, 52 times. Special rates apply to announcements adjacent to special features.

Rates for film programs will be: One hour—$300, one time; $285, 26 times; $270, 52 times; one-half hour—$180, one time; $171, 26 times; $162, 52 times; 20 minutes—$150, one time; $142.50, 26 times; $135, 52 times; one-quarter hour—$120, one time; $114, 26 times; $108, 52 times; 10 minutes—$90, one time; $85 50, 26 times; $81, 52 times; five minutes—$60, one time; $57, 26 times, and $54, 52 times.

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND

In Maryland, It's WMAR-TV For Science

Typical of the cultural television shows that have given WMAR-TV unequalled prestige in Baltimore and the rich Chesapeake Basin is the weekly presentation of the "Johns Hopkins Science Review."

Each week WMAR-TV, with the cooperation of world-famous Johns Hopkins University, stages a television classroom in which experts of the University staff discuss and demonstrate some of the newest developments in the field of science.

Photographs on the right show the development of a typical Johns Hopkins Science Review program. WMAR-TV's producer, Edwin Mick (top), visits Dr. Donald H. Andrews, Professor of Chemistry, and Lynn Poole, Director of Public Relations, in the chemistry laboratory to discuss the show. Dr. Andrews and his staff (center) rehearse the show in the studio, doing such tricks as freezing objects at 330 degrees below zero, cooking on ice and freezing coffee.

Subjects to be covered in this interesting and educational WMAR-TV public service program will include: "The Earth, from 70 Miles Up," "Psychology and Sense Perception," "The Engineer and Sanitation," "What is Electricity," and "Strastosphere Flight at Supersonic Speeds."

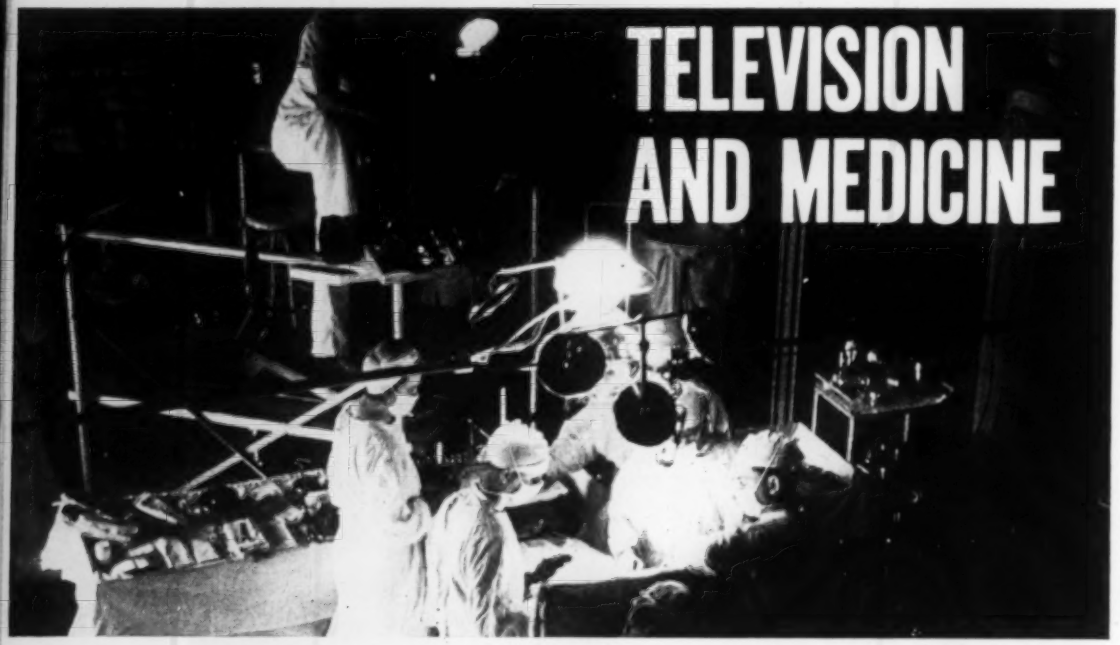
Represented by

THE KATZ AGENCY, INC.

NEW YORK · DETROIT · KANSAS CITY
SAN FRANCISCO · CHICAGO
ATLANTA · DALLAS · LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

TELEVISION AND MEDICINE



The television eye of KSD-TV St. Louis covers an operation for members of the American Medical Assn.

TELEVISION and medicine combined early this month when KSD-TV St. Louis telecast a series of special demonstrations for doctors attending the interim session of the American Medical Assn.

The telecasts, first of this type in St. Louis, were brought from three hospitals during the meeting over coaxial cable to the doctors at Kiel Auditorium. Received on a large 7-by-9 foot projection receiver and 13 standard models, the telecasts made clearly visible and audible the operative technique.

Eight members of the KSD-TV production and engineering staff handled the telecasts during the four-day meeting. The cost was underwritten by E. R. Squibb & Sons, pharmaceutical company.

Two cameras were used for the coverage so the doctors could see at first hand and at close range delicate operations, proper diagnostic procedures and various medical subjects.

During one operation reported by the *St. Louis Post-Dispatch*, KSD-TV owner, this is what the doctors saw:

"After preliminary talks by the Rev. Alphonse M. Schwitalla, dean of the St. Louis U. School of Medicine, and Frank Eschen, special events director of KSD-TV, the camera switched to the operating room where the patient, a young man, had been prepared for operation.

"In a running commentary, Dr. Roland M. Klemme explained the operation involved removal of a part of the brain to relieve the sufferer of Parkinson's disease, a form of palsy.

Gives Details

"In a series of swift movements, the surgeon laid back part of the scalp over the section of skull to be removed. Then using a surgical bit and brace, he drilled four holes in the brain case, the sound of the drill coming clearly over the receiver as bone shavings accumulated around the holes.

"Using a large curved needle-like device, the surgeon threaded a thin flexible band saw through one hole under the bone and out through an adjoining hole. Grasping both ends of the wire-like saw, he quickly cut through the intervening bone to join the two holes.

"When three sides of the rectangular section of the skull had been sawed through, Dr. Klemme broke out the section and exposed the brain itself. The sharp crack as the bone broke caused an involuntary intake of breath among a number of the listeners.

"Removal of part of the brain followed and the operation was concluded in about 50 minutes. The work of replacing the skull segment and suturing the scalp was done by an assistant out of the camera's range."

Cameras were mounted in the operating rooms on stands specially constructed by KSD-TV. With these stands placed as close as practicable to the site of the operations, only the incision and hands of the surgeon and his assistants showed on the screen. A microphone placed above the operating table made it possible for the doctor to carry on his commentary while actually performing the operation.

AMA members were high in their praise of the demonstration. One terming television an "ideal medium for dissemination of surgical knowledge."

WBAL and WBAL-TV Mean Business in Baltimore!

NBC AFFILIATE

Nationally Represented By

Edward Petry Co.

WDSU-TV OPENS

Transmits 14 Hours During First Day

LESS than a year after the FCC granted its construction permit WDSU-TV New Orleans began operations Dec. 18 with a two-hour inaugural telecast from Municipal Auditorium [BROADCASTING, Dec. 6, Nov. 29].

Over 2,500 sets were installed, the station reports, and tuned to the opening program which was highlighted by comedian Benny Fields and ABC's Don McNeill.

Edgar B. Stern Jr., president of WDSU-TV, termed the opening as "the culmination of a great deal of hard work on the part of our staff." Most significant event in the station's beginning was the transmitting of 14 hours of programming during the first 24 hours on the air.

Vice President and General Manager Fred Weber said that more than 10 hours have been sold, five of which are programs teletranscribed by WABD, DuMont's New York station.

WDSU-TV will initially operate 20 hours a week. A full round of local events, including the Mardi Gras, midnight mass, mid-winter racing and boxing, are scheduled. Final arrangements have been completed with A. Craig Smith, vice president of Gillette Safety Razor Co., and Fred Digby, general manager of the Mid-Winter Sports Assn., to televise the Sugar Bowl grid classic. The game will be filmed and sent to a national network. The network has not been selected yet.

WDSU-TV is located in the Hibernia Bank Bldg., highest vantage point in New Orleans, and operates on Channel 6 (82-88 mc) with 15 kw aural power and 31 kw visual. A remote unit equipped with three image orthicon field cameras will handle remote events.

Owned by Edgar B. Stern Jr. and family, WDSU-TV is affiliated with ABC, NBC, DuMont and WPIX New York. Locally the station is affiliated with the *New Orleans Item*.

KGDM-TV TO CBS

Stockton Outlet Is 21st

KGDM-TV Stockton, Calif., has joined CBS-TV as a full primary affiliate, Herbert V. Akerberg, CBS vice president in charge of station relations, announced last week.

The new station, bowing some time in the late spring, brings the total of CBS video affiliates to 21. KGDM-TV will operate on Channel 8, with 1.93 kw visual and 1.8 kw aural power. E. F. Peffer is president and owner of the new television station. KGDM Stockton is an AM affiliate of the CBS aural radio network.

Spruce Splurge

TO TAKE the sting out of gouging prices, Gimbel Bros. of Philadelphia put 10,000 Christmas trees on sale Dec. 13 at $1 per tree. Within an hour and a half, 4,000 spruces had been bought up—thanks to WIP and WFIL-TV. WIP did a 15-minute broadcast at the store, and aired interviews and 30-second institutional announcements—all sponsored by Gimbel's. WFIL-TV took newsreels for video purposes. A double line, three blocks long, had begun forming as early as 7 a.m., two and a half hours before the trees were placed on sale.

GE TESTIMONY

Wilson Reports TV in Demand

CHARLES E. WILSON, president of General Electric Co., in an appearance before a joint Congressional subcommittee last Monday, admonished the government to "keep hands off some things" lest the nation's economic applecart be upset.

The Joint Committee on the Economic Report was told by the industrialist that, in his opinion, "our economy is good, despite the inflation."

Mr. Wilson pointed out that General Electric's prices at the present time average only 40% above those in 1940, the last prewar year in which the firm's business was not greatly affected by defense contracts. GE, Mr. Wilson said, made only 7.4% profit on each dollar of sales for the first nine months of 1948, as compared with 12.4% in 1940.

Margin Said Lower

"It is our serious conviction," Mr. Wilson said, "that the present margins are lower than they should be to provide the necessary cushion to protect us against any sudden drop in the market. . . ."

The industrialist and Sen. Joseph C. O'Mahoney (D-Wyo.), advocate of an excess profits tax, locked horns for a full hour.

A clash occurred when Sen. O'Mahoney suggested that GE had a lucrative sales proposition in its defense contracts.

In response to questioning, Mr. Wilson said the government contracts for 1948 amounted to about $65 million and would reach about $100 million in 1949.

Mr. Wilson explained that the government contracts gave GE only a 1.2% profit. The firm, he said, feels it is its duty to produce what the government wants and will continue to do so.

Mr. Wilson maintained that industry must give lower prices to consumers, fair wages to labor and dividends to common stockholders.

"To give to labor all the gains of technological improvement would eliminate the incentive for future risk-taking on the part of capital; it would deprive the consumer of lower prices and increased purchasing power—with the inevitable result of ultimately discouraging further technological improvements and prolonging the inflationary cycle," Mr. Wilson explained.

1940 Comparison

The average price of GE products, Mr. Wilson declared, is 40% above 1940 while the rate of dividends currently being paid GE's 250,000 stockholders is only 8% over that paid stockholders in 1940. The cost of living, meanwhile, had gone up 74% and wages of GE's hourly rated employes have gone up approximately 90%, he said.

"Any consideration of the problem of profit," he maintained, "must recognize the fact that unless investment by the stockholder is encouraged, the interests of the entire national economy will suffer."

Of the $350 million channeled back into GE for plant improvement and other projects, $250 million was borrowed from undistributed stock earnings, Mr. Wilson said.

GE has just initiated a plan to issue 90,000 shares of common stock to its 200,000 employes so that dividends may be invested in government bonds, according to Mr. Wilson.

The GE president felt that curbs on installment buying, under Regulation W, should be gradually reduced to keep business production high. The regulation is having an adverse effect on the sales of many GE articles, including radio sets, he said. Television sales have not slumped because of the great demand, Mr. Wilson added.

STATION, agency and advertising officials take time out at WBAP-TV Fort Worth from work on film documentation based on last year's Cotton Bowl football game. Film will be used for Resistol hats on behalf of Byer-Rolnick Co., which will sponsor show on WBAP-TV preceding this New Year's Day classic. L to r: Jack Holmes, WBAP assistant commercial manager; Harry Burr, Resistol sales representative; Harry Rolnick, president; Bob Roth, advertising and promotions director, and Jack Harrell, office manager, all of Resistol; Seymour Andrews, WBAP-TV program director, and Ernest Lovan, Tracy-Locke Co., Resistol account executive.

VHF-UHF

RMA to Submit Video Formula to FCC

COMPLETE new formula for television allocations, using both the existing VHF band and the experimental UHF band, will be submitted to the FCC shortly after the first of the year by a Radio Mfrs. Assn. committee.

Patterned somewhat after the plan drafted under direction of Dr. Allen B. DuMont, president of Allen B. DuMont Labs. [BROADCASTING, Sept. 20], the new allocation will propose quick, maximum use of the existing commercial band. Furthermore it will propose supplementary broadcasting and television operations for smaller cities in the upper band.

The VHF system would serve as the "back bone" of national television service and be allocated for the most part to larger cities, with RMA contemplating at least four TV stations in each city. This would provide maximum competition and network service.

Rough outline of the RMA plan was submitted to the FCC last Monday by an RMA committee headed by President Max F. Balcom, Sylvania Electric Products

★

[CLOSED CIRCUIT, Dec. 20]. The manufacturers urged the Commission to end its temporary TV freeze on new station construction permits as quickly as possible. This would allow maximum development of the present TV band in 1949 and stimulate the broadcasting and manufacturing sides of the industry.

RMA proposes allocation of the UHF frequencies within two or three years, mostly in smaller cities, with a minimum overlapping of high and low frequency systems. This would entail a minimum need for two-band receivers since these would be required only in areas of overlap.

Commissioners Paul A. Walker and Edwin M. Webster received the RMA delegation. Chairman Wayne Coy was absent because of illness.

RMA told the commissioners its plans had been unanimously approved and represented opinion of about 95% of the television industry. Dr. DuMont is drafting formalized and detailed RMA recommendations.

The committee told the commissioners that industry consensus placed color television in the far distant future and suggested color would require even higher UHF frequencies than the present TV or supplementary UHF frequencies.

Attending the conference, besides Messrs. Balcom and DuMont, and the commissioners, were: H. C. Bonfig, Zenith Radio Corp.; James H. Carmine, Larry F. Hardy and David B. Smith, Philco Corp.; Joseph B. Elliott and D. F. Schmit, RCA Victor Division; Dr. T. T. Goldsmith, Allen B. DuMont Labs.; Walter H. Stellner, Motorola Inc., and Bond Geddes, RMA executive vice president.

TV SALES PULL

Better Research Needed

THE RELATIVE sales effectiveness of television within different age, sex and income groups is the video problem most greatly in need of more and better research, according to research executives of networks and advertising agencies.

Forty-three such executives, answering a questionnaire sent them Nov. 10 by Richardson, Bellows, Henry & Co., New York personnel analysts, listed as other television questions urgently needing research attention: Which television programs have the greatest sales effectiveness?, What percent of available homes is being reached?, To what extent is program popularity based on convenient viewing time, and/or to what extent is the popularity of certain viewing times based on unqualified program preferences?

Two more questions which the researchers considered most likely to become as important as the first four are: What is the effect of television on radio listening and movie attendance? and, How can we harness qualitative, rather than quantitative, analysis of audience reactions to the improvement of program design?

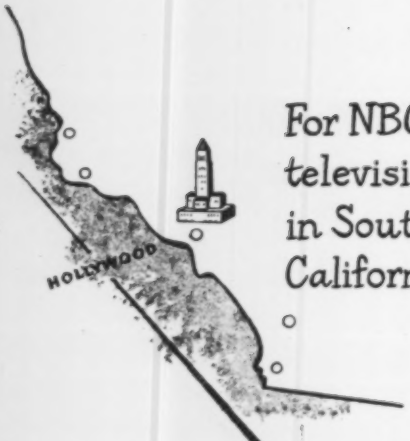
Other research areas seen as becoming important in the future include: Pretesting effectiveness of TV commercials and measuring eyestrain and fatigue.

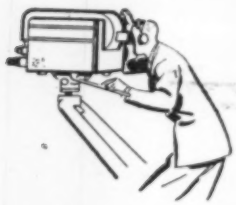
Five Star Final

Title of "World's Largest Producer of Cartoon Advertising Films" still holds for Five Star. ☆☆☆☆☆ TV & Theater series just completed for Ford, Coca-Cola, Daricraft. Also, more than a hundred open-end com'l cartoons for Restaurants &c. ☆☆☆☆☆ News soon on Five Star's "Animatic" TV films for ABC network. ☆☆☆☆☆ Five Star's special effex for Columbia serial "Superman" clix. Now doing "Bruce Gentry," with Flying Saucers, 1949 style. ☆☆☆☆☆ Tanis Chandler, lovely TV starlet, back from 2 feature foreign films in Brussels. She's in Dr. Pepper's new "Hollywood Mini-Tours." ☆☆☆☆☆

Copies of "12 Don'ts for TV Com'ls" now available from AAAA's. Or write Five Star Productions, 6526 Sunset, Hollywood.

For NBC television in Southern California.... it's KNBH channel 4





Studio at Radio City Sunset and Vine

Opening in January

KNBH

CHANNEL 4

Transmitter... Mt. Wilson Altitude 5,780 ft.

NBC Television

Represented by NBC Sales

SOUTH AFRICA RADIO

Commercial Broadcasting to Start in Year

SOUTH AFRICA is to start commercial broadcasting about the end of 1949, Gideon D. Roos, 39-year-old director-general of the South African Broadcasting Corp., told BROADCASTING while in Toronto.

Mr. Roos, who was appointed to the post last September, is currently on a tour of Canada and the United States studying commercial broadcasting and radio equipment. He will visit stations in Ottawa, Montreal and Quebec, and the Canadian shortwave station at Sackville, N. B., before going to the United States for a week's stay in the New York-Washington area.

Mr. Roos

He attended the Mexican high frequency conference, and before returning to South Africa will study studio design in Great Britain and Denmark. He visited France and Holland before coming to North America.

Commercial broadcasting in the Union of South Africa, Mr. Roos explained, came about from internal pressure by business interests and by competition by the shortwave station at Lourenco Marques, Portuguese East Africa. The former operator of Radio Normandie is now operating a commercial station there with advertising from South African firms.

For 12 years South Africa has had a system of broadcasting patterned on that of BBC. The system operates with 22 transmitters and carries six different programs daily, three each in English and Afrikaans. Program origination centers are at Johannesburg, Cape Town and Durban. Stations operate 14 to 16 hours daily. Some parts of every day are set aside for programs in the native languages of the negro population.

South Africa has a white population of about 2,250,000 people and there are 485,000 licensed listeners. Figuring close to 5 persons per listener license the SABC has reached almost the saturation point of listener license fees, out of which all operations are paid. This fact also had a bearing on the government's decision to go commercial.

When commercial broadcasting is introduced, the present system of six separate programs will be retained, and the commercial service will be a separate operation of the corporation, with listers having a third program choice in each program originating center.

Meetings Held

Meetings have been held by the corporation with all interested organization and trade associations, advertising agencies and the newspapers to draw up a tentative plan of operations. There will be some program and advertising control, but advertisers will be able to choose whatever languages they want to broadcast in, Mr. Roos explained.

There is no FM or television broadcasting as yet in South Africa, though FM is used for link broadcasting in remote areas where there are no landlines, and there is one experimental FM station in operation by the corporation at Cape Town.

In addition to programs produced in South Africa, the system uses transcribed programs from the BBC, and from the United States obtains a number of library services including World and Thesaurus.

With an increasing trade with South Africa, commercial broadcasting is expected to draw numerous American sponsors.

Flying Cowboys

REAL WESTERN reception with an added modern note was accorded a group of CBS officials who stopped in Tucson, Ariz., enroute to the West Coast to attend the CBS Ninth District affiliates meeting [BROADCASTING, Dec. 13]. KTUC Tucson played host Dec. 11 and 12 to the group which included Joseph H. Ream, CBS executive vice president; H. V. Akerberg, vice president in charge of station relations; William B. Lodge, vice president in charge of general engineering; John J. Karol, sales manager, all from New York; John L. Hogg and Albert D. Johnson of KOY Phoenix, and Glenn Snyder and George Cook of WLS Chicago. The airport in Tucson where the officials arrived is some eight miles from their hotel, so KTUC furnished a helicopter for their use during the two-day visit. A western cocktail party and western chuck wagon feed honored the group and they received the usual fun and rough treatment from the KTUC Vigilantes.

WPIT Starts FM

WPIT-FM Pittsburgh has begun operation on Channel 268 (101.5 mc), duplicating programs of AM affiliate, WPIT, 1 kw daytimer. Station also is featuring extensive music schedule, airing *Music of the Masters* program every week night from 5 to 11 following AM duplication. Byron Lippman is narrator of its Symphony Hall program. WPIT-FM opened Dec. 12.

WLAW-FM Launched

WLAW-FM Lawrence, Mass., commenced operations Dec. 19, the eleventh anniversary of its AM affiliate, WLAW, on Channel 229 (93.7 mc.) with 20 kw. All WLAW and ABC programs between 9 a.m. and 11:15 p.m. are carried over WLAW-FM.

Allied Arts

AL SCHNEIDER, formerly staff announcer at International Division of NBC, New York, has joined teaching staff of Cambridge School of Radio Broadcasting, New York. Mr. Schneider is head instructor in charge of programming and production for the school.

EARL E. ELDREDGE has been appointed chief engineer of Press Wireless Mfg. Co., Hicksville, Long Island, N. Y. Prior to joining Press Wireless Mr. Eldredge was with Mackay Radio & Telegraph and General Electric.

Television

PERRY LAFFERTY, writer-director, has joined World Video Inc., New York television production unit, as executive producer of *Riddle Me This*, new General Electric show aired Sundays at 8:30 p.m. on CBS-TV.

BREWSTER RIGHTER, formerly with Continental Can Co., New York, has joined Films for Industry Inc., New York, as vice president in charge of sales. He will handle television accounts and selling of 16mm industrial motion pictures.

ELECTRO-VOICE Inc., Buchanan, Mich., has announced production of a new model shockproof microphone desk stand. Model, 426, sells at a list price of $20.

TRUTH OR CONSEQUENCES

Buy WAIR and keep a sharp eye on your sales chart for this market. Ignore our dominance in this market and lose your shirt. We have the listeners . . . and they're far, far, far in the majority. Sign here, please!

WAIR

Winston - Salem, North Carolina
Representatives: Avery-Knodel Inc.

FIRST... WHERE THERE'S MOST!

WJDX
NBC AFFILIATE IN Jackson MISSISSIPPI

The Mississippi State Tax Commission reports that tax collections for the first ten months of 1948 indicate a record year. The greatest gain was in the oil severance tax, which has increased almost 100%.

5000 - DAY
1000 - NIGHT

19 YEARS' LEADERSHIP

Represented Nationally by the George P. Hollingbery Co.

For News of All Radio

SUBSCRIBE NOW!

BROADCASTING MAGAZINE
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

HA 17

Please enter my subscription to BROADCASTING and the 1949 YEARBOOK.

1 YEAR ☐ $7 2 YEARS ☐ $12
Add $1 a year for Canadian or foreign postage
☐ BILL ME

NAME _____ TITLE _____
COMPANY _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

• 52 WEEKLY ISSUES AND 1949 YEARBOOK •

10,000 WATTS IN KANSAS CITY
WHB AM FM
Represented by JOHN BLAIR & CO.
MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

MUSIC . . .
SPORTS . . .
24 NEWS . . . hours a day
WINZ
FLORIDA'S
BIG
INDEPENDENT
940 KC
clear channel
FULL TIME
Business Address:
WINZ BUILDING
304 LINCOLN ROAD
MIAMI BEACH
Studios:
MIAMI, MIAMI BEACH
and HOLLYWOOD
Main Studio:
HOLLYWOOD BEACH
HOTEL
Jonas Weiland, *President*

Respects

(Continued from page 38)

that had been sharpened in his legal training.

In the two years he worked for Standard Oil, he set the highest record of any salesman in the state of Nebraska. Buoyed by his success, Mr. Headley decided to undertake the legal career for which he had equipped himself. He joined an Omaha law firm in 1932.

Two years later, stimulated by the stories of a friend who had joined the FBI, Mr. Headley applied for and was given an assignment as a G-man. After training in Washington, he was sent to the Chicago bureau, then probably the hottest spot in the criminal world.

Melvin Purvis, who had arranged the G-man's trap for John Dillinger a short time before, was still chief of the Chicago bureau, and was conducting a war against the underworld. Mr. Headley spent four months of rigorous sleuthing in Chicago including the capture of Volney Davis, a notorious kidnapper, and the pursuit—climaxed later—of the celebrated killer and robber, Alvin Karpis, now residing in Alcatraz.

Mr. Headley was transferred to the New York bureau and assigned to extortion, bank robbery and kidnapping cases. One of the latter led to his radio career.

Mr. Miller, owner of Kelly-Smith, had received an extortion note threatening the kidnapping of his son. When he solicited the aid of the FBI, Mr. Headley was the special agent assigned to the case. It took several months of the most vigorous efforts of Mr. Headley and the FBI to turn up the culprit, a neighborhood youngster perpetrating a hoax. In that time he and Mr. Miller became friendly.

Joins Kelly-Smith

Knowing that the personable and energetic G-man working on his son's case was also a former salesman of proven record, Mr. Miller offered Mr. Headley the managership of the radio division. Mr. Headley accepted in December 1936.

On June 10, 1938, having settled to a life more rewarding and predictable than that of a G-man, Mr. Headley married a girl whom he had met during his FBI training in Washington, Ruth Elizabeth Mallery, secretary to columnist Paul Mallon.

They have two children, Frank M. Jr., 8, and Kathryn Maller, 4. They live in Scarsdale, N. Y.

Mr. Headley's devotion to business is so intense that he has no idle time for hobbies. Occasionally, when an hour or so is available, he likes to work in the garden at his home, but those hours are, he says, rare.

He is a member of Delta Theta Phi, legal fraternity, the Society of Former Agents of the Federal Bureau of Investigation, the bar of Nebraska and the District of Columbia, and is entitled to practice before the U. S. Supreme Court.

With the superimposition of his new NARSR job atop his Headley-Reed duties, Mr. Headley stands to be deprived of even the infrequent gardening hours. He is planning to intensify the campaign to induce new advertisers into spot radio and to make the NARSR a trenchant all-radio selling force.

Under his leadership the NARSR will make calls on a large list of spot advertisers and prospective advertisers, presenting an industry wide approach rather than a solicitation for business on the part of any individual representative.

Management

JACK KELLY, manager of WRFW Eau Claire, Wis., has been appointed general manager and assistant to the president of Chippewa Valley Radio and Television Corp., WRFW license. **ROLPH D. TOBIN**, chief engineer, will become station manager in addition to his present post.

ELMER HANSON, formerly with KILO Grand Forks, N. D., has joined KNOX Grand Forks, as general manager. Mr. Hanson also announced he has purchased an interest in KNOX. His assistant is **JACK FRENCH**, formerly chief announcer at KILO.

WILLIAM B. WAY, general manager of KVOO Tulsa, Okla., was unanimously elected president of the Tulsa Chamber of Commerce, on Dec. 14. Mr. Way has served as first vice president for the past year.

Mr. Way

JOHN H. NORTON Jr., vice president in charge of ABC's Central Division, has been appointed television chairman of Chicago's Safety Committee.

C. W. PECK, former program director of KRUL Corvallis, Ore., has been appointed manager of station, replacing **TED SHIELDS** who resigned to accept a position in the East. Mr. Peck will continue to act as sports announcer in addition to his new duties.

E. M. DEALEY, president of WFAA Dallas, and **JOHN W. RUNYON**, president of KRLD Dallas, have been elected to fill two vacancies on board of directors of State Fair of Texas. Mr. Dealey will serve until 1950, and Mr. Runyon until 1951.

HARRY McTIGUE, president and general manager of WINN Louisville, was elected president of the Louisville Sales Executive Council, Dec. 13.

GEORGE F. MAEDEL, superintendent of RCA Institutes Inc., New York, for more than a year, has been elected a vice president and general superintendent. He joined RCA Institutes in 1933.

LES EUGENE, manager of KTFS Texarkana, Tex., is the father of a girl, Patricia Gail.

TOWNE CITED

Sponsor Appreciates Her

JANE TOWNE, program director of KLOK San Jose (Calif.) and commentator on station's *Town Topics*, has been cited for her fine work on the program by its sponsor, Hart's Department Store, in store's monthly house organ.

Miss Towne

Commending her on the number of friends she has made for the store and quantities of merchandise she has helped sell indirectly, the article tells of the "gifted manner in which she weaves the store's merchandise, sales and services into a program that has such definite and ready acceptance."

The article further lauds Miss Towne's "friendly and intelligent approach to listeners," calling her the "girl whose voice and personality mean 'Hart's' to thousands of radio listeners" throughout the area.

RNED • LEADERSHIP IS EARNED • LEADERSI

"Come On, Kids," we said,
"PHONE SANTA!"

. . . and the very first day, the phone company had to TRIPLE the number of trunks into WSYR to clear the exchange. Central New Yorkers *listen* to WSYR, and *act!*

WSYR ACUSE
570 kc—5000 watts
Headley-Reed, National Representatives
NBC AFFILIATE IN CENTRAL NEW YORK

Feature of The Week

(Continued from page 18)

Mr. Sisson did little chatting—and all because of the presence of his sponsor.

Arriving at Rochester Radio City, he walked into his studio only to find the sponsor, Raymond N. Ball, president of Lincoln Rochester Trust Co., awaiting him. Mr. Ball requested a few minutes to talk about "a hospital campaign" and Mr. Sisson, of course, consented, the while mentally computing lines to cut from his script.

Mr. Sisson hurriedly went on per schedule—and off almost as suddenly. The engineer silenced his mike and told the columnist to "go to studio D, next door." With the usual qualms reserved for such sponsor-station relationships, Mr. Sisson complied. He pushed open the door to find a room full of spectators and a news photographer.

Mr. Ball had taken over the program—it was Mr. Sisson's birthday, he explained, and various personalities from the bank were going to contribute an anecdote or two from the radio columnist's life. After congratulations were extended by Mr. Ball, Mr. Sisson was given a few seconds to respond. He was told the script could wait until next day.

Secret Rehearsals

Since secret rehearsals were held at the bank, the surprise came off intact. And, of course they had the cooperation of the WHAM studio staff. Reaction was immediate and voluminous, the station reported, for Mr. Sisson is regarded as a roving good-will ambassador for the bank and the six committees served by its 17 offices.

He usually mentions the sponsor during broadcasts in a casual, somewhat incidental manner—his birthday being an exception to the rule.

JAMES T. VANDIVEER, manager of KECA-TV Hollywood remote broadcasts, has been sworn in U. S. Naval Reserve as permanent lieutenant commander.

Programs

QUIZ masters always know the answers because they hold the answer cards. But at WMLO Milwaukee, Wis., quiz man Bob Bradley has to prove his worth unaided. New twist to Mr. Bradley's *Lucky Lady Show* is based on listeners calling him and asking him to answer questions. If he is stumped his listeners receive wealth of prizes.

'Whata Ya Kno'

WABY Albany, N. Y., has added a new half-hour show to its *Backyard Follies*, popular children's feature. Regular participants in the *Backyard Follies* program will don cap and gown for *Whata Ya Kno* and prove that they do know answers. Initial broadcast of new show was held on Saturday, Dec. 18, and was broadcast from local Strand Theatre. Participants in quiz program receive prizes for their answers. Programs are aired each Saturday from 10-11 a.m.

A Family Affair

THE 4 p.m. disc show conducted by Dale Morgan on KCBC Des Moines has become a family affair. Every afternoon Mr. Morgan's wife and three children get together to give listeners some "homespun fun." Show is broadcast from his home and various crises which are likely to occur make *House of Morgan* anyone's home —any afternoon.

Mental Health Taboos Docked

IN EFFORT to bring about a change in public attitudes concerning nervousness and mental health, the California State Dept. of Mental Hygiene is presenting series of programs on KDFC (FM) Sausalito, titled *The Tenth Man*. Programs are heard each Sunday at 7:30 p.m.

Parents vs. Children

PERENNIAL conflict between parents' and children's opinions has taken its place on the television screen. WSB-TV Atlanta has inaugurated new Sunday feature called *Battle of the Ages*. Program features discussions of typical problems that confront parents and their children. Humor is added to show by having family situations dramatized by WSB-TV actors. In addition, discussion participants are called upon to mimic actions and conversations of other generations. Each week two judges decide which generation's views are more convincing, and they are invited back to succeeding *Battle of the Ages*.

ALL wrapped up in fan mail, are Ruth McCloy and Dick Keplinger, co-commentators on KOMO Seattle's *Housekeeper's Calendar*. Thirty-foot missive, done in colorful cut-outs, word play and puns was sent in by a listener in appreciation of the program of helpful hints and chatter.

International Party

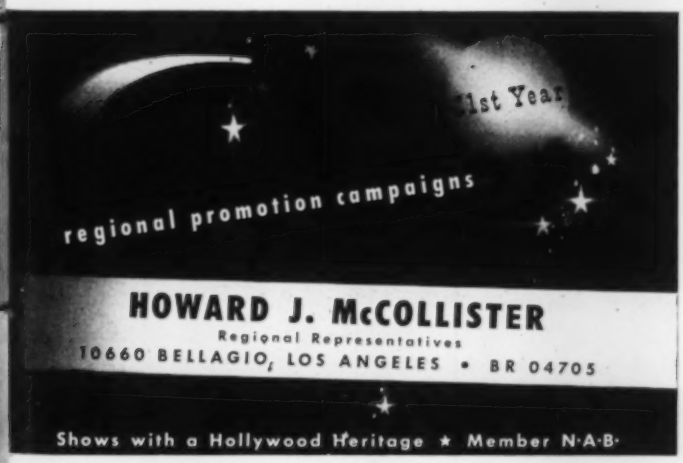
COLORFUL 14th annual International Children's Christmas party was aired by ABC Dec. 19 under sponsorship of Greater National Capitol Committee of Washington Board of Trade. WMAL Washington fed broadcast (also duplicated on WMAL-FM) to a coast-to-coast hookup. Program was heard from 5 to 5:30 p.m. from Shoreham Hotel. Total of 52 youngsters, representing embassy and legation figures in the Capital, extended greetings in English or their native tongues to children of U. S. and world-wide audience. Ted Malone, ABC's roving reporter and storyteller, interviewed children, all of whom were attired in their own native costumes. World wide coverage was provided by the State Dept's "Voice."

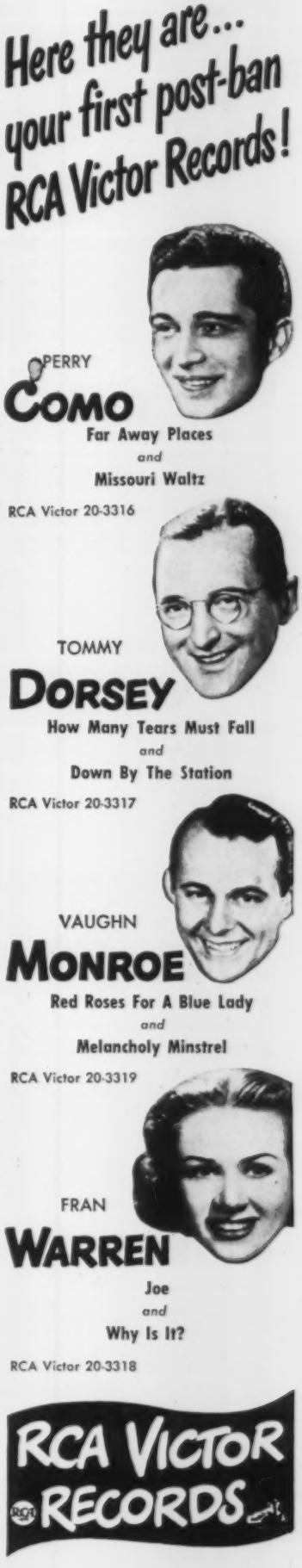
'Johns Hopkins Science Review'

WEEKLY television program presented by Johns Hopkins U., Baltimore, Md., *The Johns Hopkins Science Review*, made its debut over WMAR-TV Baltimore, and CBS-TV network Dec. 17 at 9 p.m. Program, which is general review of activities of interest in world of scientific development, becomes regular CBS-TV feature every Friday on Jan. 7. WMAR-TV is participating with university on cooperative basis. Edwin Mick of WMAR-TV will produce program, which is planned and written by Lynn Poole of Hopkins staff.

'Norman Black Presents'

WFIL Philadelphia is broadcasting new half-hour program series each Sunday at 1:30 p.m., *Norman Black Presents*, featuring the station's musical director and his string ensemble in American show tunes.


1st Year
regional promotion campaigns
HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B·



• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

I am interested in manager for 250 watt AM network affiliated station in southern market of 40,000. Affiliated with newspaper and also has FM operation. State experience, give references and income expected in first letter. Box 609, BROADCASTING.

Medium sized station in large metropolitan city in central states needs general manager, minimum age 30. Box 544, BROADCASTING.

Regional network station in large metropolitan city in central states needs combination station manager - sales manager, minimum age 30. Box 543, BROADCASTING.

Sales manager for midwestern regional ABC station in steady conservative market. Salary and commissions should total $6,000 to $12,000 per year depending on individual. Write stating education, sales experience, references and photo. Box 629, BROADCASTING.

Salesmen

Excellent opportunity for salesman of real ability and highest character offered by network station in important Texas market. Box 571, BROADCASTING.

Experienced time salesman for rich Pacific Coast market. 15% commission on all sales. Single preferred. Box 603, BROADCASTING.

Good proposition for someone wanting to enter broadcast sales. No selling experience necessary. Salary plus fifteen percent commission. Mutual affiliate. Wm. Kemp, KVER, Albuquerque, New Mexico.

Local salesman for first station in city of 125,000. Network affiliate, fulltime, well established. Salary and commission. Opportunity for advancement to administrative position. Owner has multiple radio interests in Great Lakes area. In answering give sales experience, references and education. Box 628, BROADCASTING.

Announcers

Experienced announcer—Midwest CBS regional. Send minimum salary requirements, audition disc and references. Box 486, BROADCASTING.

If you can build an audience and have a record of proven performance, a good job is available on the announcing staff of station in large Texas city. Box 577, BROADCASTING.

Announcer with superior voice and thorough experience needed by network station in beautiful southwestern city. Box 573, BROADCASTING.

Two combination announcer-engineers with first class licenses needed by new 250 watt station. Will consider progressive students. Send disc, references, and salary requirements to Charles Bilyue, KCOW, Alliance, Nebraska.

Two combination men, emphasis announcing chance to continue college. WSSO, Starkville, Mississippi.

Sports and commercial announcer. Play-by-play and board work. All sports, in and out of town. $55 plus talent for all sports. Box 619, BROADCASTING.

Technical

Assistant chief engineer wanted in southwestern local. Box 574, BROADCASTING.

Need transmitter engineer immediately. Must have car. Daytime station. Driving distance from metropolis. Contact Frank Wood, KFRD, Rosenberg, Texas.

Wanted—Chief engineer for one of the most elaborately equipped 250 watt stations in America. Entirely located in center of city. Sound milage broadcast equipment. Experience and trouble shooting ability essential. Must be sober, diplomatic, congenial and interested in technical development. Send complete details, photo, salary requirement, first letter. George Weiss, WBBQ, Augusta, Ga.

Texas 250 watter wants transmitter operator of stable character. Box 572, BROADCASTING.

Help Wanted (Cont'd)

Experienced engineer with best references wanted by network local in pleasant southwestern resort city. Box 570, BROADCASTING.

Wanted—Transmitter engineer. Experience unnecessary. For 1 kw station in Florida. Must have car. Salary $45.00 for 40 hour week. Reply Box 555, BROADCASTING.

Combination engineer-announcer. Engineering experience unimportant. Small southern town. Cost of living low. Send disc and salary required first letter. Box 501, BROADCASTING.

Chief engineer of proven qualifications and ability to develop loyal and harmonious staff wanted by Texas station. Box 576, BROADCASTING.

Three combination first class engineer-announcers. One to serve as chief engineer. Contact Monroe Looney, Radio Station WNAG, Grenada, Mississippi.

Combination man with experience to act as chief engineer. Must maintain new 250 watt Collins equipment and announce relief. Single man preferred. $60.00 start. Send photo, disc and reference. KOWB, Laramie, Wyoming.

Chief engineer, WXLW, Indianapolis. 1 kw day AM and 3 kw FM. Good salary for experienced man, must cooperate with programs, know construction, how to handle engineers, and take charge of considerable new construction. Opening is immediate. All letters answered. Riley 4446. Mr. Losey, manager.

Engineer-announcer. Permanent position for combo man with 1st class ticket. Send full particulars to KTRY, Bastrop, La.

Production-Programming, others

Continuity and script writer who can write copy with selling punch needed by network station in Texas resort city. Box 575, BROADCASTING.

Wanted: Experienced copywriter-announcer by western 5000 watt CBS affiliate. Box 440, BROADCASTING.

Woman copy chief wanted by midwest 250 watt farm station. Some air work. Send details of experience, voice transcription, salary required and snapshot. Box 636, BROADCASTING.

Situations Wanted

Managerial

Manager—Successful fifteen year network affiliate record. Thoroughly experienced all departments. Best references. Can be available on short notice. Box 577, BROADCASTING.

Successful manager desires change in January. Civic minded, local programming a speciality, announces, outstanding sales and profit record. Radio since 1935. College graduate. 28. Sports and hillbilly station preferred. Box 346, BROADCASTING.

Manager-sales manager: Twelve years radio, almost million dollars in sales as recommendation. Assistant general manager three years. Regional network sales manager two years. Prefer west of Mississippi. Start $6000 year. References. Box 592, BROADCASTING.

General manager available, sober, family man. Fifteen years experience construction and operation. Top record, references. South only. Box 72, BROADCASTING.

Sales manager will trade results for opportunity. Eight years successful radio and advertising agency sales experience. I'm certainly not the best sales manager in the industry, although my records have never been equaled in the markets I've worked. Know independent and network operations from 250 to 50,000 watts in markets of every size. May I show you a sales department that works, produces and is completely happy? I'm no genius; just a hard working fellow who knows his abilities and limitations and wants to do a real job for a good station. If you like me and my work, I'd like to make your city our home. Box 627, BROADCASTING.

Only interested if station losing money. Can bring it into black as manager. Box 632, BROADCASTING.

Situations Wanted (Cont'd)

Interested small station managerial job. 31 years old, married, two children. Now with 5 kw coast station. In radio since 1935, ten stations. Hold license. Program director in three stations, former assistant manager. Can train staff and bring key people if needed. Will build audience and profitable future. Write or wire phone number to Box 633, BROADCASTING.

Salesmen

Salesman — Available January first Washington or Baltimore area only. Approximately eight years sales and sales promotion experience. Excellent record. Presently employed as commercial manager. Southern independent. Box 560, BROADCASTING.

Announcers

Sportscaster, topnotch man, play-by-play, baseball, football, basketball. Thoroughly experienced staff duties during sports lulls, topflight voice. $125 weekly. Box 533, BROADCASTING.

Newsman-announcer, experienced, versatile, with radio news journalism degree from Missouri U, January 29. Now employed ABC affiliate. Box 537, BROADCASTING.

Announcer — Young, single experienced. Prefer midwest but will travel. Disc, photo on request. Box 538, BROADCASTING.

Experienced sports announcer, all phases play-by-play and announcing. Also program directors' experience, ten years in radio. Desire change to progressive station with lots of sports. Disc available. Will travel anywhere if conditions satisfactory. Box 539, BROADCASTING.

Announcer-engineer or combination. Travel anywhere after March 30. Available Atlanta area January 1st. Single, veteran. 2 years announcing, taught transmitter theory in Navy, 1st phone. Box 540, BROADCASTING.

Attention radio stations carrying play-by-play broadcasts of St. Louis Cardinals baseball; parent or farm. Here's your chance to sign up an experienced sports announcer for 1949. Last two years class A. Top references, experienced all phases of announcing. Box 548, BROADCASTING.

Good newscaster—Available on fortnight's notice. 32, single, sober, presentable, experienced newsman seeks New England job. Disc, phonograph and good unsolicited references gladly furnished. Box 599, BROADCASTING.

Staff announcer—Married vet, with 1 year experience, plus 6 months training in midwest announcing school, wants permanent position, prefer midwest. Reliable man, trained in all phases. Disc upon request. Available immediately. Box 600, BROADCASTING.

Announcer with selling voice and program directing experience desires good job with good station, preferably in southern market. Veteran, single. Can do a top job. Currently employed AM-FM network station. Disc and full particulars available. Box 611, BROADCASTING.

Announcer, graduate School of Radio Technique, Chicago. Commercials, newscasting, disc jockeying. Single, would like permanent position in midwest, but will travel. Bill Gargano, 13008 Longview, Detroit.

New England popular morning man looking for station who wants to boost its Hooper. Box 634, BROADCASTING.

Network show experienced announcer and prominent disc jockey now program director desires good steady announcing position. Minimum salary $75.00 week. Box 622, BROADCASTING.

Capable, experienced announcer. College graduate. Specialty is newscasting, but do disc jockeying, commercials, narration, etc. Four years as newspaper reporter. Will travel. Disc on request. Box 620, BROADCASTING.

Available immediately for midwest station, staff announcer. Specializes in producing popular and classical music shows. Former professional musician. Experienced in news and interviews. Box 615, BROADCASTING.

Announcer, graduate School of Radio Technique. Ambitious, hard working, lots of ideas. Has own singing show. Will travel, prefer midwest. Top references. Box 616, BROADCASTING.

Announcing is my business. Midwest chief announcer desires change. Will travel. Box 602, BROADCASTING.

Basketball announcer, play-by-play. Topflight all sports. Nine years. Box 610, BROADCASTING.

Situations Wanted (Cont'd)

Network coast-to-coast daily sportscaster. Young, must have mid-west. Top play-by-play. Take cut in salary. No less than $100. Box 606, BROADCASTING.

Experienced announcer desires to break into television. Can do sports, good on MC work and live talent shows. Capable of writing good comedy material. Box 561, BROADCASTING.

Combination announcer-engineer. First class license. Good voice. Fifteen years experience in broadcasting including programming and newscasting. Box 580, BROADCASTING.

Announcer—12 years experience. Interested night DJ show. Very capable commercials, adlib. Experienced all phases network, independent operation. Family man. 3710 Brooklyn, Kansas City, Missouri.

Announcer team, hillbilly disc jockey with musical background and two years experience spinning platters and early morning man with two years experience desire job with station that can afford to hire specialists. Discs on request. Box 598, BROADCASTING.

Versatile announcer, program director, engineer, writer. Good education. Experienced, married. Box 596, BROADCASTING.

Experienced announcer-engineer. Can do programming. Degree, congenial, reliable. Married. Box 597, BROADCASTING.

Announcer-salesman, 31, veteran, married, little experience. Ex-airman wishes to fulfill lifelong ambition to get into radio. Personable, talented, ambitious with real zest for learning the hard way. Given the opportunity can become an asset to station. Expect salary commensurate with present limitations. Will travel. Box 594, BROADCASTING.

Single, willing to travel. Graduate of leading radio school, Radio City, New York. Disc and photo upon request. Box 593, BROADCASTING.

Talented, versatile young announcer, 1½ years experience all phases of announcing, some writing. Disc, photo, references sent. Don't answer unless you desire employing permanently now. Box 590, BROADCASTING.

Announcer wants start in small southern state. Disc and photo on request. Box 589, BROADCASTING.

Announcers, continuity copywriter, combination men ready for placement. All trained in production, traffic and studio technique. Pathfinder School of Radio Broadcasting, 1329 Oak Street, Kansas City, Missouri. Will send disc, etc.

Announcer desires staff position. Thoroughly trained—commercial announcing, newscasting, production, writing. If you want a capable radio man wire or write for audition disc. Lloyd G. Brandt, 723 SE 19th, Portland 14, Oregon.

Technical

Engineer desires transmitter operating job, no bad habits. Experienced, reliable. Box 457, BROADCASTING.

Chief engineer, highly qualified all phases AM and FM desires connection with progressive established station. Excellent references. Box 601, BROADCASTING.

Engineer, 1st class, 2 years 5000 watt experience, prefers studio and remote work, veteran, available January 18. Midwest only. Box 607, BROADCASTING.

First phone — engineer, veteran, 28, married. Some experience, eager to learn. Midwest preferred. Available January 3rd. Box 608, BROADCASTING.

Engineer, first phone, 3 years experience, 6 months combination operator. Prefer midwest or west. Merrill Jacobs, 3425 4th Avenue South, Minneapolis, Minn. Available January 15. $60 week minimum.

Chief engineer or engineer. Fifteen years experience in construction and operation. Broad technical knowledge. Family man. Box 581, BROADCASTING.

Combination engineer-announcer wants permanent job. Five years experience all phases radio. Audition disc and details on request. Hal Engebutson, Box 511, Harlowton, Montana, % Joe Peccia.

Combination man. First phone license. Seven years announcing experience. Prefer network affiliate in south or southwest. Box 591, BROADCASTING.

Engineer—Announcer with business, sales background. College. First class ticket. Write or wire John Gronert, 5608 34th Avenue S., Minneapolis, Minnesota, for disc, further qualifications.

Situations Wanted (Cont'd)

Engineer—First class phone, veteran, single. No commercial experience. Desires dry climate of southwest. Abstainer. Box 621, BROADCASTING.

Engineer year, ham, interested programming, announcing, single, veteran, near college. Box 626, BROADCASTING.

Engineer—First phone, second telegraph. Three years shipboard experience. Six months broadcast experience. Graduate RCA Institute. Desire position with station going into television. Any offer considered. Have car. John B. Drake, 610 Park Ave., New York City.

Engineer first phone, experienced transmitter operator, available at once. No experience in announcing. Southern station preferred. If you have an opening for a reliable, sober engineer address R. M. Hutchinson, RFD 2, Box 39E, Lexa, Arkansas.

Engineer - announcer, college degree, army and commercial broadcast experience, seeks position with future, emphasis on engineering, within 400 miles of 1434 Eastern Parkway, Brooklyn, N. Y. Milton Ogur, President 8-4422.

Production-Programming, others

Good news editor, program director. Box 335, BROADCASTING.

Combination man—Two years valuable experience, degree. Versatile, dependable, 32. Box 595, BROADCASTING.

Need program director or manager? Seven years experience in selling, sports and commercial announcing, programming, writing, production. Now account executive. Excellent references. Family. Prefer west or midwest. Box 604, BROADCASTING.

Experienced combination man wants position with progressive station. Disc available. Will travel anywhere. Box 636, BROADCASTING.

Television producer-director-engineer with New York television station experience. Good personality, single, go anywhere. If your station wants top quality, low budget programs write my experience resume to Box 612, BROADCASTING.

Sports director-commentator, 8 years experience sports, announcing, writing and officiating. Good experience and background with college education. Play-by-play professional, college and high school football, basketball and baseball. Also experienced in boxing, tennis, golf and special events. Presently employed large clear channel network affiliate. Desire larger sports setup, station or agency. AM or/and television. Produce and announce own programs, a real sportsman. Will furnish character and business references. Require good salary and talent. If you need a capable man to head your sports department and do your play-by-play contact me. Married veteran. Box 605, BROADCASTING.

Program director desires position with newire local fulltimer. 3½ years experience. Prefer new station or other where salable ideas are needed. Box 630, BROADCASTING.

Attention Rocky Mountains, southwest. Opening new station? Program director, young, 3 years experience, available 15 February. Single, veteran college graduate. Box 631, BROADCASTING.

Horace Greeley said, "Go west, young man." Experienced program director, college degree in radio, presently employed in southeast, desires to go west. What can you offer? Box 624, BROADCASTING.

Program director of 1,000 watt station with announcing, disc jockey, news and network show origination experience desires similar position with minimum salary expectations of $80.00 week. Box 623, BROADCASTING.

Special events, news and sports specialist, continuity and program director for one of midwest's most successful 250's interested in program director's position for right salary, right station. Box 617, BROADCASTING.

For Sale

Equipment

Blaw-Knox 134' tower complete with insulators and 750 lbs. #10 radial ground wire, all brand new. Best offer over $900 buys. Knocked down, ready for shipment, KWIK, Burbank, Calif.

Large 240 foot uniform cross section, finned type radiator with all equipment at a bargain, will deliver and erect. Write, wire or call Hoke Radiator Co., 25 S. Market St., Petersburg, Va.

Wilcox-Gay A-70 combination recorder, radio and phonograph. Pre-war material. Good condition, one owner. $77.50. Reid, 100 West 55th St., New York City.

For Sale (Cont'd)

Conservatively rated 700 watt FM broadcast transmitter. Modified GE link in single cabinet including monitor. $2500, immediately. 2807B Abington St., Arlington, Virginia.

New latest model FM transmitter 10 kw complete with frequency and modulation monitor plus 6 bay antenna. 500 ft. of 3⅛ coaxial line with fitting. One Truscon 380 ft. tower. Write Chief Engineer, WMAW, 723 N. 3rd St., Milwaukee, Wisconsin.

250 watt Temco transmitter, model 250 GSC, modified by Kluge Radio Co. Two years old, in excellent operating condition. $1200. Write Radio Station KAMD, Camden, Arkansas.

For sale—RCA speech input consolette #76B2 complete with power supply. Good buy. Write WCED, DuBois, Penna.

Two Presto 6N floor cabinet recorders with 1D cutting heads, 125A microscopes, two 88A recording amplifiers, line amplifier, 3 preamplifiers, all equipment mounted in rack and cabinets with patch panels, meters and all associated apparatus. May be purchased as complete installation or as individual units. Two Gates turntables complete with preamplifiers, power supplies and mounted on floor cabinets. One DuMont type 274 cathode oscillograph, one supreme best frequency audio oscillator frequency range 30 to 15,000 cycles with power output 125 milliwatts. One Gates dynamode remote portable amplifier, three channel, complete with power supply and carrying case. All same as new. Will sell any or all at very reasonable prize. Wm. T. Kemp, Mgr., KVER, Albuquerque, New Mexico.

RCA turntable type 70-C2 serial #1388 complete with pickup. Like new. $500. KUSN, San Diego, California.

Wanted to Buy

Equipment wanted: RCA 250 K 250 watt transmitter or similar equipment. Must be in good condition and reasonably priced. Contact Bob McRaney, Radio Station WNAG, Grenada, Mississippi.

Wanted: Several RCA type 70-C turntables. Also type 87 or BA-2 amplifiers. Box 489, BROADCASTING.

Help Wanted

Managerial

WANTED

Radio Station Manager to assume managership responsibilities and sell radio time.

Station—Network outlet—local fulltime

Market—Lucrative and competitive metropolitan market in West Virginia

Qualifications—Experience in selling—sober stable family man

Compensation—Salary plus percent of net profit

All inquiries held in strictest confidence.

BOX 614,
BROADCASTING

Production, Programming, others

● Immediate opening in eastern major metropolitan market for experienced promotion man. Must know station operation and have good sales background. Salary, $10,000. Give complete details, picture, first letter.

BOX 635,
BROADCASTING

School

NATIONAL ACADEMY OF BROADCASTING, INC. NAOB

STATION MANAGERS!

Need Trained Personnel?

BROADCASTERS!

Want a Refresher Course?

BEGINNERS!

Want to be a broadcaster?

THE NATIONAL ACADEMY OF BROADCASTING, INC.

3338 16th Street, N. W.
Washington 10, D. C.

Residence and Correspondence School

NATIONAL ACADEMY OF BROADCASTING, Dept. 111
3338—16th St., N.W.
Washington 10, D. C

Please send information concerning
☐ Correspondence ☐ Residence Courses.

Name.....

Address.....

City.....State.....

Miscellaneous

RADIO BROADCAST STATIONS
BUYERS! SELLERS!
List With Us
Prompt Confidential Service
NATIONAL RADIO STATION BROKERS
5051 Sunset Blvd., Normandy 7848
Los Angeles 27, California

Situation Wanted

Announcers

SPORTSCASTER • NEWSCASTER

New York experience on baseball, football, basketball and boxing. Active player background in college, service and professional ranks. Will travel. Disc available.

BOX 613 • BROADCASTING

Sponsors ask for time on this morning show! My rating above Breakfast Club and three other local stations in metropolitan market. A special talent for a particular job. Desire contact station which wants top morning rating and sold out time. Godfrey-Morgan-Wilson combination with accent on cheerfulness, originality and personality. Desire guarantee and commission or top salary with opportunity to free lance on evening shows. All replies answered immediately, but please outline possibilities first letter to save time. Will stay present setup up to six months to catch right spot. Moving to expand income and scope. Hour tape of present show if negotiations look promising. Press clippings, ratings, top references and sales report also outstanding. Present manager will write you confidentially. Other radio references and history, of course. Would be much interested in offer of block time for flat rate to resell at profit. Write Box 625, BROADCASTING.

LOST—A FARM

Found—New Video Format

THOUGH eastern televiewers were unaware of it, CBS' network telecast, *Thanksgiving Miracle*, was produced with a behind-the-scene minor miracle—but not until after the U. S. Dept. of Agriculture had "lost" a farm somewhere in Jersey City.

It happened this way: Two Department video specialists, Tom Noone and Maynard Speece, were to appear on the Thanksgiving Day program to give a visual demonstration of soil-saving techniques which had contributed to this year's record crop harvest.

The demonstration unit—a 110 lb. model of Georgia farm—was expressed out of Washington the preceding Monday for shipment to Messrs. Noone and Speece in New York. When it didn't arrive at CBS headquarters by Wednesday night, they went into action and called the Soil Conservation Regional Office at Upper Darby, Pa.

With only sketchy data on class and types of photos, the office's Hal Jenkins literally tore pictures off his walls and air-specialed them to New York, where they arrived in time for Thursday morning rehearsal.

Program's entire soil format was altered minutes before airtime, but CBS camera crews and other personnel devised methods of using the stills effectively. Using easels and tying up two or three cameras on the show, they brought off the soil portrayal message without mishap.

The "lost" farm? A "before and after" model, it had been stalled in a Jersey City Railway Express Office amid a 40-car-backlog and missed its TV debut.

Situations Wanted (Cont'd)

Production, Programming, others

WANTED

Jobs for graduates of "California's Finest School of Broadcasting." Young men and women thoroughly grounded in ALL phases of radio broadcasting by Hollywood's outstanding professionals!

HAL STYLES SCHOOL
OF RADIO AND TELEVISION
8800 Wilshire Blvd.
Appvd. for veterans
Beverly Hills, California
Bradshaw 21490

NOTE: Station Managers and Program Directors from coast to coast are satisfied with personnel we furnish.

Production Man available. Five years announcing all types, all-round; special events, MC, DJ, adlib specialist. Top continuity writer and editor—written special features ad copy, all types shows. Promotion public relations and publicity manager one year. Control operation plus announce two years—no engineering tickets. Dramatic network free lance, actor and scripts. Free lance at present, but wish to settle down in warm climate and raise family. If you need an all-round production man for staff or production manager—this is it. Write Box 618, BROADCASTING.

ACTIONS OF THE FCC

DECEMBER 17 to DECEMBER 22

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis-visual**	**unl.-unlimited hours**
SSA-special service authorization	**CG-conditional grant**	

December 20 Decisions . . .

ACTIONS ON MOTIONS

(By Commissioner Webster)

Paul F. Braden, Middletown, Ohio—Dismissed petitions for rehearing, reconsideration and/or modification and stay of effective date in re Sec. 1.324.

Puget Sound Bcstg. Co. Inc., Tacoma, Wash.—Granted petition for indefinite continuance of hearing scheduled Jan. 20 in re application.

W. W. Roark, Coleman, Tex.—Granted petition to dismiss without prejudice his application.

KOOS Coos Bay, Ore.—Denied petition to change place of hearing from Washington to Coos Bay, Ore., scheduled for Jan. 27 in re Dockets 8049 8397.

Midwestern Bcstg. Co., Toledo, Ohio—Granted petition to change place of consolidated hearing scheduled for Jan. 24 from Washington to Toledo.

WAPC Lapeer, Mich.—Commission on own motion continued indefinitely hearing scheduled Jan. 13 in re Docket 8632 pending action on petition for reconsideration.

KLX Oakland, Calif.—Commission on own motion continued indefinitely hearing scheduled Jan. 31 in re Docket 8379, pending action on petition for reconsideration.

WPAT Paterson, N. J. et al—Commission on own motion continued indefinitely consolidated hearing scheduled Jan. 17 in re Docket 8285 et al, pending action on petition for reconsideration.

Lake Shore Bcstg. Co., Evanston, Ill. et al—Commission on own motion continued indefinitely consolidated hearing scheduled Jan. 24 in re Dockets 7629 et al.

Scenic City Bcstg. Co. Inc., Middletown, and WRIB Providence, R. I.—Commission on own motion continued to Jan. 26 at Washington, consolidated hearing scheduled Jan. 20 in re Dockets 7820 8298.

KWHN KWHN-FM Ft. Smith, Ark.—Commission on own motion continued indefinitely hearing scheduled Jan. 17 at Fort Smith, in re Docket 8983, pending action on petition for reconsideration and grant without hearing.

WZHD Inc., Warren, Ohio.—Granted petition to dismiss without prejudice its application.

Agnes Jane Reeves Greer, Dover, Ohio—Ordered that further hearing in re application be held in Washington Jan. 6.

American Telephone and Telegraph Co. and Western Union Telegraph Co.—Ordered that time within which proposed findings of fact and conclusions in re charges and regulations for TV transmission services and facilities may be filed, is extended to Jan. 31, 1949.

WPAB Ponce, P. R.—Granted petition requesting clarification and restating of issues in Commission's order of Dec. 18, 1947, designating for hearing application for renewal of license.

December 20 Applications . . .

ACCEPTED FOR FILING

Transfer of Control

WMIQ Iron Mountain, Mich.—Transfer of control from Frank J. Russell Jr., William F. Russell and Leo G. Brott to Iron Mountain Pub. Co.

Assignment of License

WHAL Shelbyville, Tenn.—Assignment of license from J. O. Fly Sr., George F. Fly and Harvard P. Smith d/b as Shelbyville Bcstg. Co. to The Shelbyville Bcstg. Co. Inc.

WFHG Bristol, Va.—Assignment of license from Blanfox Radio Co. Inc. to W. C. Ninnigan, Morris B. Burnette, H. I. Goode, O. Edward Wright and W. K. Vance Jr. d/b as Bristol Bcstg. Co.

Modification of CP

KCUL Fort Worth, Tex.—Mod. CP new AM station for extension of completion date.

WONE Dayton, Ohio—Same.

WNAG Grenada, Miss.—Mod. CP new AM station to change from 1490 kc to 1400 kc.

License for CP

WMEV Marion, Va.—License to cover CP new AM station.

KTAT Frederick, Okla.—Same.
WXLW Carlisle, Pa.—Same.
KMUR Murray, Utah—Same.
WCNX Middletown, Conn.—Same.
WMTR Morristown, N. J.—Same.
WIRC Hickory, N. C.—Same.
WIMA Lima, Ohio—Same.

License Renewal

Licerse renewal applications were filed by following AM stations: KSUN Lowell, Ariz.; WGGG Gainesville, Fla.; WCNH Quincy, Fla.; WBOW Terre Haute, Ind.; WITH Baltimore; WHUC Hudson, N. Y.; WFTC Kinston, N. C.; WTOL Toledo, Ohio; WCED DuBois, Pa.; WERC Erie, Pa.; WOLS Florence, S. C.; KNUZ Houston, Tex.; KWTX Waco, Tex.; WCOM Parkersburg, W. Va.; KVOC Casper, Wyo.

AM—1540 kc

WJMJ Patrick Joseph Stanton, Philadelphia—Petition to set aside CP, leave to amend application and grant application as amended for 1540 kc 1 kw D.

Modification of CP

WTIC-FM Hartford, Conn.—Mod. CP changes in FM station for extension of completion date.

WAZL-FM Hazelton, Pa.—Mod. CP new FM station to change ERP from 8.7 kw to 7.74 kw, ant. height above average terrain from 680 to 670 ft. and make changes in ant.

WBLK-FM Clarksburg, W. Va.—Mod. CP new FM station to change ERP from 12 kw to 11.2 kw, ant. height above average terrain from 690 to 689 ft., change type trans. and make changes in ant.

WGAZ Charleston, W. Va.—Mod. CP new FM station for extension of completion date.

WHIS-FM Bluefield, W. Va.—Same.
WLPM-FM Suffolk, Va.—Same.
KONO-FM San Antonio, Tex.—Same.
WJMJ-FM Philadelphia—Same.
WFLN-FM Philadelphia—Same.
WAUX-FM Waukesha, Wis.—Same.
WJPF-FM Herrin, Ill.—Same.
WBBC-FM Flint, Mich.—Same.
WLAV-FM Grand Rapids, Mich.—Same.
WDHN New Brunswick, N. J.—Same.
WGR-FM Buffalo, N. Y.—Same.
WENY-FM Elmira, N. Y.—Same.
KVNJ-FM Fargo, N. D.—Same.
KFMV Hollywood, Calif.—Same.
KTRB-FM Modesto, Calif.—Same.
KPOR Riverside, Calif.—Same.
WRGA-FM Rome, Ga.—Same.
WMGY-FM Montgomery, Ala.—Same.
WTIC-FM Hartford, Conn.—Same.
KMFM Monroe, La.—Same.
WBSM New Bedford, Mass.—Same.
WISE-FM Asheville, N. C.—Same.
KFAB-FM Lincoln, Neb.—Same.

License for CP

WSIX-FM Nashville, Tenn.—License to cover CP new FM station.

WMBS-FM Uniontown, Pa.—Same.

Modification of CP

KDYL-TV Salt Lake City—Mod. CP new commercial TV station to change name from Intermountain Bcstg. Corp. to Intermountain Bcstg. and Television Corp.

TENDERED FOR FILING

Transfer of Control

KOKO La Junta, Col.—Transfer control to Ellis P. Lupton (Contingent on grant of transfer of KSFT).

KAFY Bakersfield, Calif.—Transfer 250 sh from George Crome and R. F. Harlow to Sheldon and Hermand Anderson.

Assignment of License

WSPA WSPA-FM Spartanburg, S. C.—Assignment of AM license and FM CP from Spartanburg Advertising Co. to Surety Bcstg. Co.

Modification of License

KXOK St. Louis—Mod. license to make changes in field intensity monitoring data.

AM—1360 kc

WKOP Binghamton, N. Y.—CP to change from 750 kc 1 kw D to 1350 kc 1 kw-D 500 w-N unl. DA-N.

APPLICATIONS DISMISSED

Maplewood Bcstrs. Inc., Maplewood, Mo.—DISMISSED Dec. 9 application for CP new AM station 1230 kc 250 w unl. (Contingent upon WIL being granted change in facilities).

WSWZ Inc., Trenton, N. J.—DISMISSED Dec. 9 application for CP new AM station 1260 kc 5 kw-D 1 kw-N unl.

December 21 Decisions . . .

DOCKET CASE ACTION

AM—860 kc-1340 kc

In another proposed decision FCC proposes to make final its order of May 3, 1948, modifying license to WTEL Philadelphia to specify operation 860 kc 250 w D, to modify license of WHAT Philadelphia to specify operation 1340 kc 250 w unl., and to make such modifications effective 90 days from date of final decision.

BY THE SECRETARY

Woodrow Miller, San Bernardino, Calif.—Granted CP for new remote pick-up station KDDW.

WLON Hoyle Barton Long, Front Royal, Va.—Granted request to cancel CP new FM station.

WBBW Youngstown, Ohio—Granted mod. CP for approval of ant. and transmitter location and to specify studio location.

WKVN Arecibo, P. R.—Granted mod. CP to extend completion date to 3-15-49.

WNLO New York—Same to 7-5-49.

Acadia Bcstg. Co., Area Crowley, La.—Granted licenses for new remote pickup stations KXXV KXXW.

KCOH-FM Call of Houston Inc., Houston, Tex.—Granted request to cancel CP new FM station.

The Yankee Network Inc., Boston—Granted CP new exp. TV relay W1XBJ.

WOAI-TV San Antonio, Tex.—Granted mod. commercial TV CP to correct geographic coordinates.

KCOW Alliance, Neb.—Granted mod. CP for approval of ant. and trans. location, specify studio location and change type trans.

Following were granted mod. CPs for extension of completion dates as indicated: KBTR Minneapolis, to 3-9-49; WLOG-FM Logan, W. Va., to 3-1-49; WVKO Columbus, Ohio, to 1-1-49; WESB-FM Bradford, Pa., to 6-30-49; WSB-FM Atlanta, to 3-15-49; KGO-TV San Francisco, to 6-30-49; W8XWA Cincinnati, to 6-21-49; W8XYM Cincinnati, to 6-21-49.

Actions taken December 15

Billy Averitte Laurie, Jacksonville, Tex.—Granted license for new remote pickup station KOKJ.

KLAC Los Angeles—Granted license for increase in power to 1 kw, 5 kw-LS, installation of new transmitter and vertical antenna and change in transmitter location.

KXLW Clayton, Mo.—Granted CP to install new vertical antenna with FM antenna mounted on top and change transmitter location.

Station WNEL Corp., Area San Juan, P. R.—Granted CP for new remote pickup station WCUA.

WLYK Suwanee Bcstg. Co. Inc., Live Oak, Fla.—Granted request to cancel CP and delete call letters of station.

Following were granted mod. CPs for extension of completion dates as indicated: KJAY Topeka, Kan., to 3-15-49; WONE Dayton, Ohio, to 3-15-49; WILN Area Arecibo, to 2-28-49; WBKB Chicago, to 6-1-49.

WSAV-FM Savannah, Ga.—Granted license new FM station.

WDXI Jackson, Tenn.—Granted license new AM station 1310 kc 1 kw D.

WRJM Newport, R. I.—Granted license new AM station 1540 kc 1 kw D.

KLO Ogden, Utah—Granted license install new DA DN (DA-1).

WTRY Troy, N. Y.—Granted license aux. trans. 1 kw DA.

KOMO Seattle, Wash.—Granted license install old main trans. at present location of main trans. to be used for aux.

WBBZ Ponca City, Okla.—Granted license install new trans.

WLDY Flambeau Twp., Wis.—Granted waiver of Sec. 3.30(a) of rules to permit identification of station as Ladysmith, Wis.

WONS-FM The Yankee Network Inc., Hartford, Conn.—Granted request to cancel CP new FM station.

WJZM-FM Campbell & Sheftall, Clarksville, Tenn.—Same.

WTTM-FM Trent Broadcast Corp., Trenton, N. J.—Same.

WITH Baltimore, Md.—Granted CP install new alternate main trans. at present location of main trans.

WHEC Rochester, N. Y.—Granted CP increase N power of aux. trans. to 1 kw, change trans. location to present site of main trans. employing DA-N.

WDEF Chattanooga, Tenn.—Granted CP install old main trans. at present site of main trans., to be used for aux.

WKBO Harrisburg, Pa.—Granted CP install new trans.

(Continued on page 69)

Regional Network Station

A well equipped, well established network facility that dominates its city and area. Located in the southeast, this station is continuing a steady growth that is producing good profits. It enjoys an excellent technical position and has many other valuable advantages. Very favorable terms can be arranged. Price $250,000.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.	DALLAS	SAN FRANCISCO
James W. Blackburn	Philip D. Jackson	Ray V. Hamilton
Washington Bldg.	Tower Petroleum Bldg.	Russ Bldg.
Sterling 4341-2	Central 1177	Exbrook 2-5672

SALESMAN

for topnotch station, large southern market, unlimited opportunity, good guarantee until established. Must have excellent business and character references. Send full particulars with description of previous sales records to

BOX 637,
BROADCASTING

CRACK CRIME

Radio Sleuths Help Police

WITHIN 32 hours after the discovery of the murder of a St. Louis engineer in Cedar Rapids, Iowa, investigation by KXOK St. Louis, WMT Cedar Rapids and Cedar Rapids police led to the apparent solution of the crime.

Immediately following the report of the murder on Wednesday, Dec. 15, Bruce Barrington, KXOK news director, talked with Jim Borman, news director for WMT, who related the detailed description of the murder and the circumstances surrounding the case.

Mr. Borman's transcribed telephone report was aired by Mr. Barrington on his 11:55 a.m. newscast. The next few hours Mr. Barrington was in constant communication with Mr. Borman exchanging last-minute developments of investigations proceeding in Cedar Rapids and investigations in St. Louis conducted by Mr. Barrington and Henry Renfro, public relations director for KXOK.

The break in the case came at 5 p.m. Thursday when Mr. Borman called Mr. Barrington and revealed the name of a suspect in St. Louis. Messrs. Barrington and Renfro investigated the new angle and lost no time in turning their information over to St. Louis police. They then accompanied St. Louis and Cedar Rapids police on the arrest mission at 2 a.m. the following Friday.

KXOK was the only station in St. Louis on hand when the arrest was made, and Mr. Barrington had an exclusive newsbeat aired when KXOK went on the air at 5:30 Friday morning.

However there's a dramatic climax to the story. During the ride to police headquarters the suspected murderer slumped to the floor of the car seriously ill. Then followed a 60 mile an hour dash through St. Louis streets to City Hospital where it was discovered that he had taken poison, apparently between the time the police arrived at his home and the departure for police headquarters.

OKLAHOMA'S new Senator, Robert S. Kerr (l), a stockholder in WEEK Peoria, Ill., receives election night mementos from Allan Page, general manager of KSWO Lawton, Okla. Mementos included recordings of a telephone interview between the senator and Martin Agronsky and a eulogy of Senator Kerr by Drew Pearson. Both were a part of ABC's election night coverage.

WBKA, WBKA-FM

Staff Appointments Made

STAFF appointments have been completed at WBKA, new 250 w fulltime outlet on 1450 kc at Brockton, Mass., the station announced last week. WBKA and its FM affiliate, WBKA-FM (Channel 296, 107.1 mc), took the air Thanksgiving morning. They are operating daily, 6:30 a.m.-11 p.m.

Matt Noonan is general manager, Hal Newell program manager, Mark McAdams chief engineer and Paul Belaire commercial manager. Carol Quidley is continuity chief, and traffic is handled by Nancy Hogan. Other staffers: Bernard Lufgren, Elmer Bergeron, Joe Falcon and Bob Gurney, engineers; Bob Fuller, Ray Quinn, Bill Pierce and Art Jones, announcers; Beverly Sheehan, secretary, and Betty Rochefort, bookkeeper.

Stations are owned by Cur-Nan Co., in which Fred Curran and his son, Charles, are the principals. Transmitting equipment is General Electric.

Commercial

EUGENE C. WYATT, formerly head of his own commercial printing company in Tennessee, has joined ABC as account executive in television sales department. Mr. Wyatt replaces Read Wight, who resigned to become director of radio and television for J. M. Mathes Inc., New York agency.

E. J. HUBER, former general manager of WGIL Galesburg, Ill., will become commercial manager of KTRI Sioux City, Iowa, Jan. 1, 1949. He is partner in Chicago agency, Schoenfeld, Huber & Green, and previously was advertising sales promotion manager of ABC in New York and Chicago.

RICHARD WERNER has been appointed commercial manager of WRFW Eau Claire, Wis., and **JACK O'FARRELL** becomes assistant sales manager.

JOHN L. PICKERING, formerly on sales staff of WGFG Kalamazoo, Mich., has joined sales staff of WTAC Flint, Mich.

Mr. Pickering

TOBACCO NETWORK, Raleigh, N. C., has appointed Forjoe & Co., New York, as its national sales representative, effective Jan. 7, 1949.

G. F. BAUER, sales manager of WINN Louisville, Ky., is recuperating from a heart attack suffered Dec. 12. Mr. Bauer will be unable to return to his duties for some weeks, the station reports.

R. E. SHIREMAN, local sales manager of WISN Madison, Wis., will resign effective Jan. 15, 1949. He has been with station for 12 years. Following his resignation Mr. Shireman will return to Corydon, Ind., where he will become associated with his father in the furniture business.

JOHN FINLEY has joined sales staff of WBBM Chicago. He was formerly with Guardian Life Insurance Co., also Chicago.

KSD St. Louis has distributed its Rate Card No. 22 which becomes effective Jan. 1, 1949. Station announced that advertisers may continue on their present contracts until expiration with the understanding that renewal contracts (if signed within 30 days after expiration of contract) will enjoy old rates until Dec. 31, 1949.

A. N. ARMSTRONG Jr., national sales manager for WCOP and WCOP-FM Boston, has been appointed to Committee on Commercial and Industrial Affairs of Boston Chamber of Commerce.

GUY NEWSAM, new to radio, has joined sales staff of National Broadcast Sales, Toronto.

GORDON FRANKS has been appointed in charge of sales for recording department of CKEY Toronto.

PENNSYLVANIA State Employment Service lists job opportunities in television. Applicants must be able to install and repair all types of television receivers and must have a car. Pay rate ranges from $60 to $75 a week.

IT'S A
GREAT DAY
on WLAV and WLAV-FM

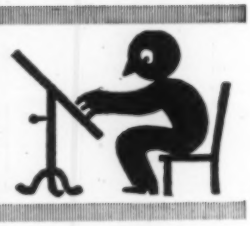
WLAV leads ALL stations in daytime share of audience in Michigan's second market.
(1947-1948 winter-spring Hooper)
WLAV — 28.1%
Station B — 22.6%
Station C — 22.2%
Contact the John E. Pearson Co.

AM ABC for Grand Rapids
WLAV
Power Plus Perfection
FM

Down in Carolina ☆ ☆ ☆ ☆
"Nothing Could Be Finer"
WNAO RALEIGH
North Carolina
The News and Observer Station
5000 WATTS • ABC • 850 KC.
Ask AVERY KNODEL, INC.

Baltimore's Listening Habit
WCBM
MUTUAL BROADCASTING SYSTEM
JOHN ELMER, President
GEORGE H. ROEDER General Manager
Exclusive National Representatives
WEED & CO.
New York, Chicago, Boston, Detroit, Atlanta, Hollywood, San Francisco

Promotion



For second year WKNB Hartford and Wise Smith's, Hartford's department store, have joined forces to give a royal welcome to first baby born in Hartford County in 1949. Store is supplying a treasure chest of gifts for the new arrival and WKNB furnishes daily reports to listeners on increasing value of chest. Child must be registered by noon of Jan. 1, in order to be eligible for prizes, which are expected to reach a total value of $1,000 by that date. As soon after the birth as possible WKNB will broadcast a special program featuring presentation of the gifts.

Personal Touch

DURING the holiday season, KPAS Banning, Calif., staffers utilized tape recorders and mobile units to collect vocal Christmas and New Year's greetings from merchants in the area.

Pen Pal Contest

TO promote its Saturday morning feature, *Children's World*, KVOO Tulsa, Okla., held a Pen Pal Contest. Purpose was to stimulate interest in the "Pen Pal" section of the program which arranges correspondence between children in the U. S., England and France. To date over 1,400 such exchanges of addresses has taken place. Contest was based on finishing the sentence: "I want a Pen Pal because. . . ." Prizes were 100 B B Ball Point Pens carrying the imprint "Pen Pal—KVOO Tulsa." In addition first prize winners received Pen Pal acquaintenances with such NBC stars as Ezra (Henry Aldrich) Stone; Edgar Bergen; the Quiz Kids, and others.

New Year's Greeting

GREETINGS for the New Year and a handy reminder of the months to come are included in the WLAW Lawrence, Mass., calendar for 1949. It contains a map of the United States in color and calendar arranged in four rows of three months each. Calendar is metal bound at top and bottom, and in center are call letters "WLAW" with "50,000 Watts Power" on one side and "680 On You Dial" on the other.

Who's 'Miss FM?'

LISTENERS to WBUZ-FM Bradbury Heights, Md., have a new problem on their hands—who is "Miss FM?" Station reports a large mail return, but no successful contestants, for the prizes of a 17 jewel wrist watch, pearls, card table set, six-quart pressure cooker, $50, waffle iron, and others donated by local merchants. Contest hints are aired eight times daily, and they include the fact that "Miss FM" is a well-known local girl, 20 years old, same height as Ingrid Bergman and beautiful.

ART BROWN (l) WOL Washington, radio personality, displays a canary (and cage) awarded to Maxine Brooking of Washington, in his "name the canary" contest, to Mrs. Margaret Hines, canary expert, and Lansing Lindquist, WOL program director, and contest judge. Winning name was "Warb-O-Link," embodying WOL call letters. Canaries "Mr. Link" and "Luther," an old-timer on the station, sing with Mr. Brown on his early morning *Art Brown Show*.

Proud of Its Company

TO tell the world—WPEN and WPEN-FM Philadelphia, has sent out a mail piece with a list of its accounts printed in white on a black background, with this message in the center: "We're proud of the company we keep . . . and we're proud of the real selling job we are continuing to do. . . ."

'Don't Cut Yourself Off . . .'

WOULD you like to be chased by a pair of scissors? That's just what is happening to the poor little man on KTSM El Paso, Tex., latest promotion piece, entitled "Don't Cut Yourself Off Without Listeners!" Sheet goes on to explain that advertising placed on KTSM reaches the largest number of listeners in the area, and that it's the listeners who buy your products.

KSTP Pop-ups

POP-up pictures are feature of KSTP Minneapolis-St. Paul, newest promotion sheets. One sheet promotes station's 10 weekly Kellogg food advertisements, on *The Clock Watcher* and *Main Street, Minnesota;* and the other Shell gasoline and oil sponsorship of *Jack Horner's Corner*.

Meet Your Television

CAPITALIZING on public interest in television in San Francisco—new TV city—Philco Co. has begun a personalized, weekly column, "Television News," in three Bay Area newspapers. Column is designed to promote Philco television and provide readers with facts and news on TV. Personal approach used is designed to render a reader service and at the same time promote Philco TV receivers. KPIX (TV), which goes on the air in San Francisco next month, is the only station there at this time.

'It Happens on WLW . . .'

BRIGHT with pictures is eight-page booklet "It Happens on WLW. . . ," distributed by WLW Cincinnati, for its *Your Morning Matinee* show. Brochure features stories of program's activities and its advertising and mail appeal.

Jumbo Big Promotion

TO call attention to its activities in promotion and publicity, WPEN Philadelphia, has distributed a colorful promotion sheet. Titled "Big-Big Things Are Happening in Philadelphia," sheet lists methods station uses to promote its shows, shows which sell its sponsors products, and a chart showing WPEN's share of listening audience from Jan. to Sept., 1948 based on Hooper ratings.

'Grange Hall of the Air'

TO promote its *Grange Hall of the Air* program, Rural (FM) Radio Network, Ithaca, N. Y., has distributed two-color pamphlet with photos that tell the story of the program and the network.

Personnel

MURIEL MANDELL, formerly with Press Bureau, New York State Division of Housing, has joined press department of WMGM New York, as assistant to Jo Ranson, publicity director.

JOHN FARWELL has been appointed sales promotion manager at WBBM Chicago (CBS), succeeding **ART DURAM** who leaves in January to work at CBS New York on TV promotion. Mr. Farwell was formerly on advertising and promotion of the *Chicago Herald-American*.

CHARLES L. BURROW, sales promotion manager of KEX Portland, Ore., has been elected vice president of the Oregon Advertising Club for 1949.

LYN CONNELLY, radio editor of National Weekly Newspaper Service, syndicated feature material serviced by Western Newspaper Union, Chicago, will join WBKB (TV) Chicago, Jan. 2 as publicity assistant.

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements at any time
RCA COMMUNICATIONS, INC.
Riverhead, N. Y.—Riverhead 2290
Point Reyes, Cal.—Inverness 82

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

REPRODUCER REPAIRING SERVICE
ALL MAKES—SPECIALISTS 9A & 9B
NOW—48 HOUR SERVICE
BROADCAST SERVICE CO.
334 ARCADE BLDG. ST. LOUIS 1, MO.

Electrical Tower Service Corp
AM-FM-TV
Bases—Ground systems—transmission lines, painting, erection, dismantling
524 Hillcrest Terrace,
Creve Coeur, Ill.
Phone 3-9846—Peoria, Ill.

Philip Merryman & Associates
- Heatherdell Road
- ARDSLEY, N. Y.
- Dobbs Ferry 3-2373

RADIO CONSULTANTS

ARCHER S. TAYLOR
Consulting Radio Engineer
BOX 1479
MISSOULA, MONTANA
PHONE 8562

* VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities. Write or wire . . .
BROADCASTING

CKNW CHNW
THE *Only* STATION THAT COVERS BOTH HALVES OF THE "VANCOUVER AREA"
CALL FORJOE • In Canada, RADIO REPS

HAL TATE
RADIO PRODUCTIONS,
Chicago, Producer of the
"*WHO'S TALKING*"
Show,
DEMANDS
UNIVERSAL
For the BEST in Transcriptions
Universal Recording Corp.
20 N. WACKER DR.
CHICAGO

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. Washington 4, D.C.
1407 Pacific Ave. Santa Cruz, Cal.

40 years of professional background
PAUL GODLEY CO.
Upper Montclair, N. J.
MOntclair 3-3000
Little Falls 4-1000
Labs: Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.

Commercial Radio Equip Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.

RAYMOND M. WILMOTTE
PAUL A. deMARS
ASSOCIATE
1469 CHURCH ST., N.W. DE. 1234
WASHINGTON 5, D. C.

JOHN J. KEEL
WARNER BLDG., WASHINGTON, D. C.
13th & E Sts., N. W.
NAtional 6513

LOHNES & CULVER
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.

FRANK H. McINTOSH
710 14th St., N. W.—Metropolitan 4477
WASHINGTON, D.C.

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984

ROTHROCK & BAIREY
SUITE 604, 1757 K ST., N. W.
National 0196
WASHINGTON 6, D .C.

Worthington C. Lent
Consulting Engineers
WASHINGTON, D. C.
1200 18th St., N. W. Room 1210
DISTRICT 4127

HERBERT L. WILSON
1025 CONNECTICUT AVE., N.W.
WASHINGTON 6, D. C. NA. 7161

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
363 E. 75th St. TRiangle 4400
CHICAGO 19, ILLINOIS

Dixie B. McKey & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.
REpublic 7236

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave. MI. 4151
DALLAS, TEXAS
1728 Wood St. Riverside 3611

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261

KEAR & KENNEDY
1703 K ST., N. W. STERLING 7932
WASHINGTON, D. C.

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.

GILLE BROS.
1108 Lillian Way GLadstone 6178
HOLLYWOOD, CALIFORNIA

William E. Benns, Jr.
& ASSOCIATES
3738 Kanawha St., N. W.
ORdway 8071
Washington, D. C.

H. V. ANDERSON
AND ASSOCIATES
Consulting Radio Engineers
134 Clarence St., Phone 7-277
Lake Charles, La.

GUY C. HUTCHESON
1100 W. ABRAM ST PHONE 1218
ARLINGTON, TEXAS

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algoma Blvd. Ph. Blackhawk 22
Oshkosh, Wisc.

PREISMAN & BISER
AM, FM, Television
Allocation, Station Design
Management Training Associates
3308 14th St., N. W.
Washington 10, D. C. ADams 7299

A. R. Bitter
CONSULTING RADIO ENGINEERS
4125 Monroe Street
TOLEDO 6, OHIO
Telephones—Kingswood 7631, 9541

SAXON & WINSTON
Dallas
2222 N. Fitzhugh Tre 7-2756
Longview
P. O. Box 1866 4331

SILLIMAN & BARCLAY
SPECIALIZING IN ANTENNA PROBLEMS
1011 New Hampshire Ave. RE. 6646
Washington, D. C.

LYNNE C. SMEBY
820 13th St., N. W. EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Radio Engineering Consultant
EXecutive 5851 1833 M STREET, N. W.
EXecutive 1230 WASHINGTON 6, D. C.

LEE E. BAKER
Consulting Radio Engineer
FRITZ BAUER, Associate
826-28 Landers Bldg.—Ph. 3621
SPRINGFIELD, MISSOURI

A 1 1/2
BILLION
DOLLAR MARKET
spread over two states

Take our BMB Audience Coverage Map, match it with the latest Sales Management "buying power" figures, and you'll see that KWFT reaches a billion and a half dollar market that spreads over two great states. A letter to us or our "reps" will bring you all the facts, as well as current availabilities. Write today.

KWFT
THE
TEXAS-OKLAHOMA STATION
Wichita Falls-5,000 Watts-620 KC-CBS
Represented by Paul H. Raymer Co., and KWFT, 801 Tower Petroleum Bldg., Dallas

If Selling Is Your Problem, BUY—
KRNT
THE STATION THAT
LEADS
- MORNING
- AFTERNOON
- NIGHT-TIME, TOO

IN DES MOINES*

To Penetrate . . . Saturate . . . One of the Nation's Richest Markets, Buy the Huge Audience of

KRNT
DES MOINES
The Register & Tribune Station
——ASK A KATZ MAN——
* C. E. Hooper Share - of - Audience June-July, 1948—Des Moines City.

News

JOSEPH WERSHBA, news editor at WCBS New York, since 1946, has been transferred to CBS Washington staff as news editor and broadcaster. Mr. Wershba has been with CBS since 1944. He formerly was a New York newspaperman. No successor will be appointed to the WCBS post.

LOU GILPIN, former Washington correspondent of the Asheville, N. C., *Citizen*, has joined news staff at WRC Washington. He replaces **OTTO GLADE,** WRC news editor who has joined NBC news staff in New York.

Mr. Gilpin

THEODORE F. KOOP, head of CBS Washington news bureau, has been elected to a one-year term on the Board of Governors of the National Press Club in Washington.

HARRY GRAY, freelance writer for New England newspapers, has joined news department at WCSH Portland, Me.

JIM RUSSO has joined WFYC Alpna, Mich., as sports director.

JERRY GORDON, staff news writer at KNBC San Francisco for the past two years, has been appointed assistant manager of news and special events. He succeeds **TOM FLYNN,** who resigned to join KFBK Sacramento, Calif.

ROBERT WIDMARK, former newscaster for WMT Cedar Rapids, Iowa, has been appointed an instructor in radio news workshop at WSUI and KSUI, stations operated by State U. of Iowa, Iowa City.

FM STATIONS
35% Newspaper-Affiliated

OVER 35% of FM stations have direct or indirect newspaper affiliations, according to a survey by Bill Bailey, FM Assn. executive director. Of the 687 outlets 243 are owned either outright or in part by newspapers [CLOSED CIRCUIT, Dec. 20].

Newspapers are expanding their public service operations into the radio field, according to Mr. Bailey's survey. Of the FM stations owned entirely or in part by newspaper interests, 43 are independent FM operations, 40 have independent FM and AM stations not affiliated with major networks and five independent FM stations have AM applications pending at the FCC.

The survey shows that of 155 FM-AM stations owned by newspapers and affiliated with one or more of the major networks, 50 are ABC affiliates, 39 MBS, 32 NBC and 30 CBS. Four stations owned by newspapers are affiliated with two of the major networks.

Besides the 243 newspaper FM stations on the air, newspapers hold CPs for another 48 FM outlets, according to FMA.

On All Accounts

(Continued from page 18)

daily published by his father, working in all departments and studying every operation of the newspaper. Upon graduation he gave himself fully to the paper as a vice president, supervising both business and editorial departments. In 1941 he was named editor and remained in that position until 1944.

In that year he assumed charge of the family's Colonial Sand & Stone Co., the largest concern of its kind in the world.

Two years later when the Pope family purchased WHOM the 6 foot 3 inch Fortune transferred his executive talents to that operation. Although he still retains active interest in both *Il Progresso* and Colonial Sand & Stone, as a director and officer of both corporations, the greatest part of his time and enthusiasm is devoted to the operation of WHOM.

Currently Mr. Pope has an FM application pending and also expects to apply for a television permit when the channels are open.

The Pope's—she is the former Grace Perrotty—have been married since March 1942. They have a daughter Santina, 5. The family lives in Manhattan.

Mr. Pope's hobbies include golf—he shoots in the middle 80's—fishing and boating.

WINE ADS
Approved for Alabama Radio

STATE Alcoholic Beverage Control Board a fortnight ago approved the advertising of wines over Alabama radio stations at the request of Howard Pill, president of WSFA Montgomery, according to a report in the *Journal of Commerce.*

Mr. Pill said he appeared before the board on behalf of the Alabama Broadcasters Assn. There has been no law in the state prohibiting the advertising of wine by radio, according to Montgomery attorney Thomas Martin, but it has not been done in the past "because of a policy set up by the previous ABC boards." The board voted unanimously to approve the radio advertising.

'LITTLE MIKE'
Rates Big in Middlesboro

"LITTLE MIKE," the Crosley station wagon WMIK Middlesboro, Ky., uses to carry its portable facilities, has had a big buildup. It's so big, in fact, that Robert J. Williamson Jr., WMIK manager, said: "'Little Mike' has become so much a real thing in this community that people speak of him as though he were a human being."

The promotion stunt began with a ten-day teaser campaign in the Middlesboro *Daily News* preceding the unveiling of "Little Mike" in a downtown Middlesboro theatre. "Who Is Little Mike?" and "Where Is Little Mike?" the teaser lines read. Two days before the scheduled unveiling "Little Mike," wrapped up to hide his identity, was placed in the theatre lobby.

From inside the "package" came a baby-like voice saying, "Hello, I am 'Little Mike.' I am ready to

WMIK's "Little Mike."

* * *

do big things for our community. Come see me when I am uncovered." When 'Mike' was uncovered 7,000 persons came to see him in two days, according to Mr. Williamson.

"Little Mike" has done a big job helping WMIK familiarize Middlesboro area residents with services the station offers. The equipment he carries includes a Wilcox-Gay portable tape recorder, RCA wire recorder, Gates Dynamote unit, three microphones, a Carter portable generator, two automobile batteries, a 32-w 100-volt AC-6-volt DC Bogen amplifier, a folding table and chair, 100 feet of microphone cord, 100 feet of AC extension and a kit of engineer's tools.

GATES
100% EQUIPMENT SOURCE
Over 5000 items in stock from soldering lugs to 10 KW transmitters A.M. and F.M.
Make Gates your *one* source for all broadcasting equipment needs. Six daily air freight flights serve your emergency needs wherever you may be.
TELEPHONES: IN QUINCY 522
IN WASHINGTON MET. 0522
Gates Radio Company
Quincy Illinois

KEY PERSONNEL responsible for success of *Ma Perkins* attend 15th anniversary celebration of NBC daytime serial in New York. L to r: Edwin Wolfe, director of program; William Ramsey, radio director for Procter & Gamble, sponsor; Orin Tovrov, author of *Ma Perkins*; William Craig, TV director for P&G, and "Ma Perkins" herself. Dancer-Fitzgerald-Sample is agency.

Milestones

►Gold watches and 25-year service pins were awarded to 861 employes of RCA's Victor Division, at ceremonies held earlier this month to inaugurate company's Service Pin Award Program established to honor employes with 25 or more years of service.

►Walter Gibson, space buyer for The Caples Co., Chicago agency, was presented with a gold watch on 25th anniversary of his service with the company.

►The "WIS Hillbillies" are starting their 13th year of broadcasting on WIS Columbia, S. C.

HOT DISCS

RCA-Victor Acts Fast

SIXTEEN hours after lifting of recording ban by AFM on Dec. 14, RCA-Victor put its first record made under the new agreement on sale in New York, Philadelphia and Camden.

The record, Perry Como's "Far Away Places" and "Missouri Waltz," had a big initial sale. Gimbels department store in Philadelphia received 50 discs on its first shipment and sold out within an hour, according to RCA-Victor.

BRUNETTI NAMED

Stanford Post Is Filled

DR. CLEDO BRUNETTI, former chief of the engineering electronics section, U. S. Bureau of Standards, will become associate director of Stanford Research Institute, Stanford U., Calif.

Dr. Brunetti's work will assist the electronic development of the West, according to SRI Director J. E. Hobson's announcement of the appointment.

Dr. Brunetti led in the development of World War II's radar-guided bomb and the radio-proximity fuse, one of the war's major secret weapons. He also had a major part in the development of the two-way wrist radio and a transmitter so small it fits a lipstick cylinder.

Midshipmen Aid

MIDSHIPMEN from the Naval Academy at Annapolis helped to make this year's WRC Washington Doll House Christmas project a success. The Doll House, conducted by WRC's Bill Herson, is located at 11th and G St., N. W., one of Washington's busy downtown intersections. One hundred of the midshipmen visited it last Wednesday and left more than 3,500 toys.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Wizell

IN MY DREAMS

On Records: Vaughn Monroe—Vic. 20-3133

Ella Fitzgerald—Dec. 24529

Reggie Goff—Lon. 368

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

WROY CARMI

Land Heads Ill. Station

WROY Carmi, Ill., owned by the Carmi Broadcasting Co., has begun operation as a 1 kw daytime station on 1460 kc. Thomas S. Land, formerly with WEBQ Harrisburg, Ill., is manager.

Officers of Carmi Broadcasting Co., a corporation, include Roy Clippinger, president, who operates the Carmi *Democrat-Tribune*, a daily newspaper; Madison Pomeroy, vice president; J. Robert Smith, secretary, formerly with Baltimore Sunpapers and other newspapers, and Herbert G. Bayley, treasurer. In addition, three other board members comprise the corporation.

Sales staff is headed by Howard Reedy, former advertising manager of the *Democrat-Tribune*. Other personnel includes Paul Cotton, program director, and Harold Vandament, formerly with WENC Whiteville, N. C., and WGIL Galesburg, Ill., in the post of chief engineer.

U. of Illinois is supplying some scripts for farm programs, and WROY is cooperating with the local newspaper for news coverage. Its transmitter is one mile west of Carmi. Station started operating on Dec. 14.

Technical

DON BOHL, crew member at WBKB (TV) Chicago, resigns to become television director at WOC-TV Davenport, Iowa, effective Jan. 1.

ALAN SCARLETT, ROBERT J. STEIDLE, PAUL H. HEMPEN and **FRANCIS A. NAULT** have joined television engineering staff of WNBQ (TV)-NBC Chicago. Mr. Scarlett transferred from radio recording department. He is succeeded by **FRANK P. ULRICH.**

NATIONAL Assn. of Broadcast Engineers has moved its national office from 66 Court St., Brooklyn, N. Y., to 421 7th Ave., Manhattan. Union expects to open fulltime office in Hollywood at some future date as yet unannounced.

ROBERT BIGWOOD, formerly in ABC facilities engineering group, has been appointed facilities engineer of DuMont television network. His duties will include planning, design and installation supervision of DuMont studios and transmitting plants throughout the country.

HAROLD CLARKE, operator at CKEY Toronto, is the father of a boy.

JOHN HEAKE, WIP Philadelphia engineer, is the father of a boy, Jon Terry. **WILLIAM NACE,** of station's accounting department, also is the father of a son, Robert Joseph.

EDDIE DASH, formerly of CJKL Kirkland Lake, has been transferred to technical staff of CFCH North Bay, Ont.

Happy New Year

from all my kin

here at WCHS which as you know has 5000 watts at 580 "n" Columbia Programs

WCHS

Charleston, W. Va.

Ideas THAT HAVE MADE MONEY FOR OTHERS . . . *Will Make Money for YOU*

FREE FULL MONTH'S SERVICE

HERE'S A SERVICE THAT BRINGS YOU. More than 650 Commercials covering 50 Business Classifications EVERY MONTH Seasonal copy suggestions EVERY MONTH Tested Program Ideas, case histories and Planning Guide Material EVERY MONTH Ideas for Sales, Program and Continuity department . . . EVERY MONTH

Issued 30 days in advance, this service is used by more radio stations than all other Continuity services combined! But—you'll never know how much NRB's value packed service can mean to you 'till you actually try it So we offer you a complete and full months service—FREE! No cost —no obligations You can't lose so send coupon now

SEND COUPON NOW

THE NATIONAL RESEARCH BUREAU, INC.
NATIONAL RESEARCH BUILDING, Dept. 1227
CHICAGO 10 ILLINOIS.

Please send me your full 30 days service without cost or obligation.

Name .....
Address .....
City ..... State .....
Station .....

Production

DON WILSON has been signed as announcer for new *Alan Young Show* starting Jan. 11, 1949, on NBC.

RITA DU RAY, costume designer and make-up woman at Chicago's Goodman Theatre for five years, has joined television program department of WNBQ (TV)-NBC Chicago.

EARL STEELE has joined announcing staff at WCCO Minneapolis-St. Paul. He was formerly with WRNL Richmond, Va.

RUTH CRANE, director of women's activities at WMAL Washington, has been appointed to serve on the Public Relations Committee of the President's Inaugural Committee.

BEN A. ARON, former announcer at KWHW Altus, Okla., has joined Chicago staff of Storecast Corp. as program director. Storecast operates over WEHS-FM Chicago.

JERRY LEWIS, formerly with WGUY Bangor, Me., has joined announcing staff of WCSH Portland, Me.

PETER BESBAS has joined announcing staff at WTNT Augusta, Ga.

LUCIEN DUMONT, production manager at WIDE Biddeford, Me., and Phyllis Clarlin, formerly with WFEA Manchester, N. H., have announced their marriage.

DOROTHY DAY has joined Broadcasting Corp. of America network headquarters at KPRO Riverside, Calif., as fashion commentator.

JOHN TRIMBLE, staff announcer at WBT Charlotte, N. C., is the father of a girl, Elizabeth Ann.

PETE STONER, with WTIC Hartford, Conn., for the past six years has joined WBIS Bristol, Conn., announcing staff.

RUSSELL NAUGHTON, chief announcer at WDRC Hartford, Conn., is new m.c. on station's *This Is Hartford* show, heard daily at 9:15 a.m.

JOHN ALEXANDER, formerly with CBS Chicago, and freelance writer and producer in that city, has joined WBKB (TV) Chicago production staff.

NINA EDINGER, formerly with sales staff of WBBM Chicago, is now in WBKB's scheduling department.

WBEN-FM Buffalo, N. Y., is now part of the Empire State FM Network carrying chain's *FM School of the Air*, Mon.-Fri., 1:30-2 p.m.

KJR SERIES

Future Plans Covered

FUTURE plans for public service series, *Out of the Fog*, were discussed early this month when 25 representatives of management and labor met in Seattle. The series, originated by KJR Seattle and carried by five other stations in the area, highlights round-table discussions of economic problems and labor-management differences.

Approval of the series came after extensive discussion by the group, and a committee of six—three from management and three from labor—was authorized to explore the possibility of similar programs for future broadcast.

Winners of an essay contest held in connection with the series on "I believe the American system of business is best for me because . . ." were anounced.

ARNOLD WINS

Hits 81% in Grid Guessing

FULTON ARNOLD, WTTM Trenton, N. J., sportscaster, has been named national winner of the *Chesterfield Supper Club* football winners guessing contest. His prize is a trip to the California-Northwestern Rose Bowl game New Year's Day—all expenses paid—with Peggy Lee and Jo Stafford, *Supper Club* singing stars, as escorts.

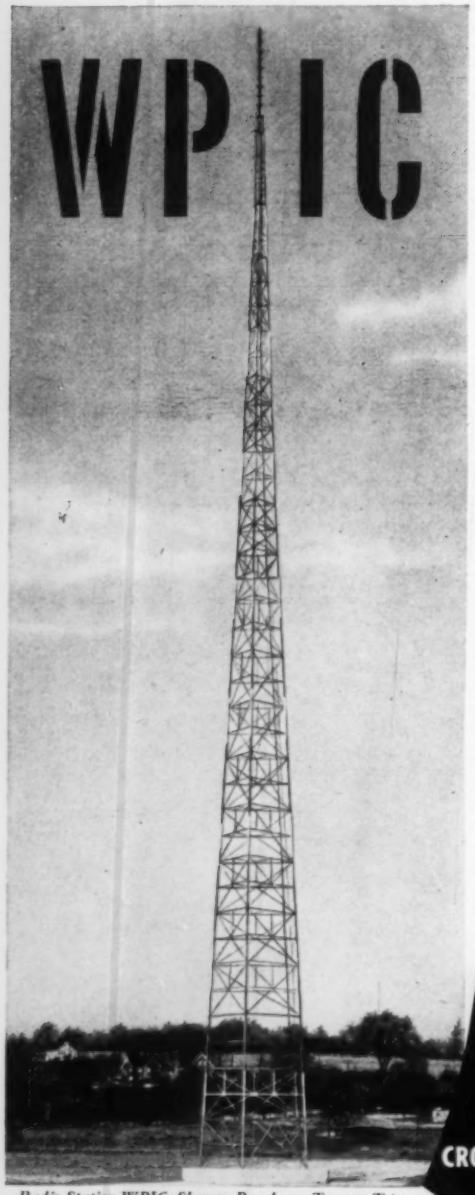
Mr. Arnold, who has a nightly sportscast at 6:15 on WTTM, had an 81% average for the ten-week contest. Each week he made predictions on the winners of 35 weekend games. His best single week's record, WTTM reports, was 34 out of 35 games guessed correctly.

Hampton Fund Grows

EDUCATIONAL fund for the children of Ray Hampton, WHBF Rock Island, Ill. sports director who died Dec. 2, was started with money from co-workers instead of flowers, and is being increased by a sum from the management substituted for the station Christmas party. Les Johnson, WHBF manager, is also adding money donated by staff women who have cancelled the usual gift exchange. Radio listeners and sports organizations are also mailing money to the fund, which will provide college educations for Becky, 4, and Lynn, 2.

KSO Des Moines has renewed for two years its affiliation contract with CBS.

WPIC



SHARON, PA.
a Beauty
in Appearance
and Performance

Clear FM signals over hilly western Pennsylvania require an antenna with plenty of reach. That's why this Truscon Self-Supporting Steel Radio Tower climbs 500 feet with an 8-bay WE antenna for Sharon's WPIC.

An important characteristic of Truscon Radio Towers is that each is built to give top performance under specific local conditions. Truscon can engineer and manufacture exactly the tower you need —guyed or self-supporting...tapered or uniform cross section . . . tall or small . . . AM, FM or TV.

Write or phone our home office in Youngstown, Ohio, or any of our conveniently located district offices for prompt consultation on your present and future needs. Experienced Truscon radio engineers are ready to assist you—there is no obligation.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON SELF-SUPPORTING AND UNIFORM CROSS SECTION GUYED TOWERS

Radio Station WPIC, Sharon, Pa., has a Truscon Type H-30 Self-Supporting Tower, 500 feet high, with 8-bay Western Electric FM

WSTC and WSTC-FM
STAMFORD, CONN.
"The Gateway to New England
A B C Affiliate
Representative: J. P. McKINNEY & SON

FTC'S FREER

Again Says He Will Resign

ROBERT E. FREER, chairman of the Federal Trade Commission, has reiterated his intention of resigning Dec. 31 to re-enter practice of private law [BROADCASTING, Nov. 1]. The chairman, whose term expires in September 1952, has not formally submitted his resignation as yet, however, but will do so this week he told BROADCASTING.

Mr. Freer delivered an address before the Sales Executive Club of New York at the Roosevelt Hotel Dec. 7. Speaking on the subject, "Let's Stop Kicking the Anti-Trust Laws Around," he told members that "having announced my resignation, I feel free of that fear of speaking too plainly which haunts most government officials, who know from experience that whatever they say on any controversial subject will be thrown back at them, often out of context, before a Congressional committee or in the brief or oral argument of some party to a controversy. Hence, I would like to speak to you as 1949's private citizen lawyer . . . rather than as 1948's Chairman of FTC. . . ."

The FTC chairman, a Republican, said he felt a "real sense of loss" in severing official relations with fellow commission members, but repeated that "I can no longer continue to serve . . . at a salary . . . which certainly is a pittance by today's standards . . ." He added that trade commissioners are "able men struggling against almost insuperable problems. . . ."

SILENT NIGHT

ABC's Moore Loses Voice

ABC's Berlin news staff, in speaking of speechless announcers, would rather see than be one. And they saw one a fortnight ago, when Lyford Moore, the network's Berlin news bureau chief, lost his voice in the line of duty.

Speeding to the studio for a five-minute broadcast on George Hick's news show, Mr. Moore had a flat tire. Sprinting like an Olympic champ, he made the studio just in time.

Mr. Moore gasped, "A few hours ago, the French authorities demolished the twin radio towers of the Russian-owned radio station. . . ."

Silence.

The race had proved too much for Mr. Moore. He lost his voice, and unable to continue, presented probably the week's most fascinating news story from Berlin.

Reaching
4,000,000 PEOPLE
K W K W
Pasadena - Los Angeles

WIRC HICKORY

N. C. Station Now on Air

WIRC Hickory, N. C. has begun 1 kw daytime operation as an outlet of the Foothills Broadcasting Co., Edmond H. Smith Jr., general manager, announced Dec. 11. Station is on 630 kc.

Special opening day programs, held Dec. 5, aired guest talent from other nearby stations and speeches by local dignitaries. WIRC studios and business offices are in the Duke Power Bldg., 1323 Eleventh Ave. Transmitter is one mile southeast of the city limits.

Other staff personnel besides Mr. Smith, who is also secretary-treasurer, include: Harry E. Snook, program director; Richard Gant and Jack Edwards, commercial representatives; Mrs. Harry Snook, women's editor and continuity chief, and Richard Benson and John Meacham, staff announcers.

KWGD (FM)

Is on 40 kw Interim Power

KWGD (FM) St. Louis started operation Dec. 19 with interim power of 40 kw. The station is on Channel 225 (92.9 mc), and is authorized 218 kw. Owned by the *St. Louis Globe-Democrat*, the station expects to reach full power when its new building is completed.

General manager of the new outlet is Charles W. Nax. Wells R. Chapin is station director and chief engineer. Robert Brockman is sales manager and Lee Roy Fryer music librarian.

Marketcast Spots

MARKETCAST Network, with studios at 214 W. Broadway, New York, has announced the signing of its 75th affiliate, the Food Fair Super Market. Under the system, in existence more than a year, each of the 75 food markets is wired with speakers concealed in counters, and music is furnished throughout the day. Sponsorship is handled like that of radio spot sales, according to Mark Sheeler, Marketcast Network program director.

LIBEL and SLANDER
Invasion of Privacy
Plagiarism-Copyright-Piracy
INSURANCE
For the wise Broadcaster
OUR UNIQUE EXCESS POLICY
provides adequate protection.
Surprisingly inexpensive
CARRIED NATIONWIDE
For details & quotations write
Employers Reinsurance Corporation
Insurance Exchange Bldg.,
Kansas City, Missouri

BOUND

. . . to keep a full six months' issues of BROADCASTING snugly together, instantly available for reference and research. Binders are 9½" wide; 13" high. Sturdy blue leathercloth, stamped in silver with the BROADCASTING - Telecasting signature. Kivar lining, canvas joints, constructed to last for years.

BOUND

. . . to keep you from scampering about for lost issues; to keep magazines from being torn or frayed. Magazines are held intact ready to snap open for a long reading or a quick glance. Efficient looking for your reception room; smart looking for your library or desk.

BOUND

. . . to keep all those BROADCASTING special features at your fingertips . . . the continuing studies of radio markets, "Telestatus" reports, Telecasting sections, AM and TV showsheets and all those other unduplicated and exclusive BROADCASTING features. Number is limited. Tear out the coupon and mail today, please.

HOLDS 6 MONTHS' ISSUES!

$5 ea.

BROADCASTING TELECASTING
NATIONAL PRESS BUILDING

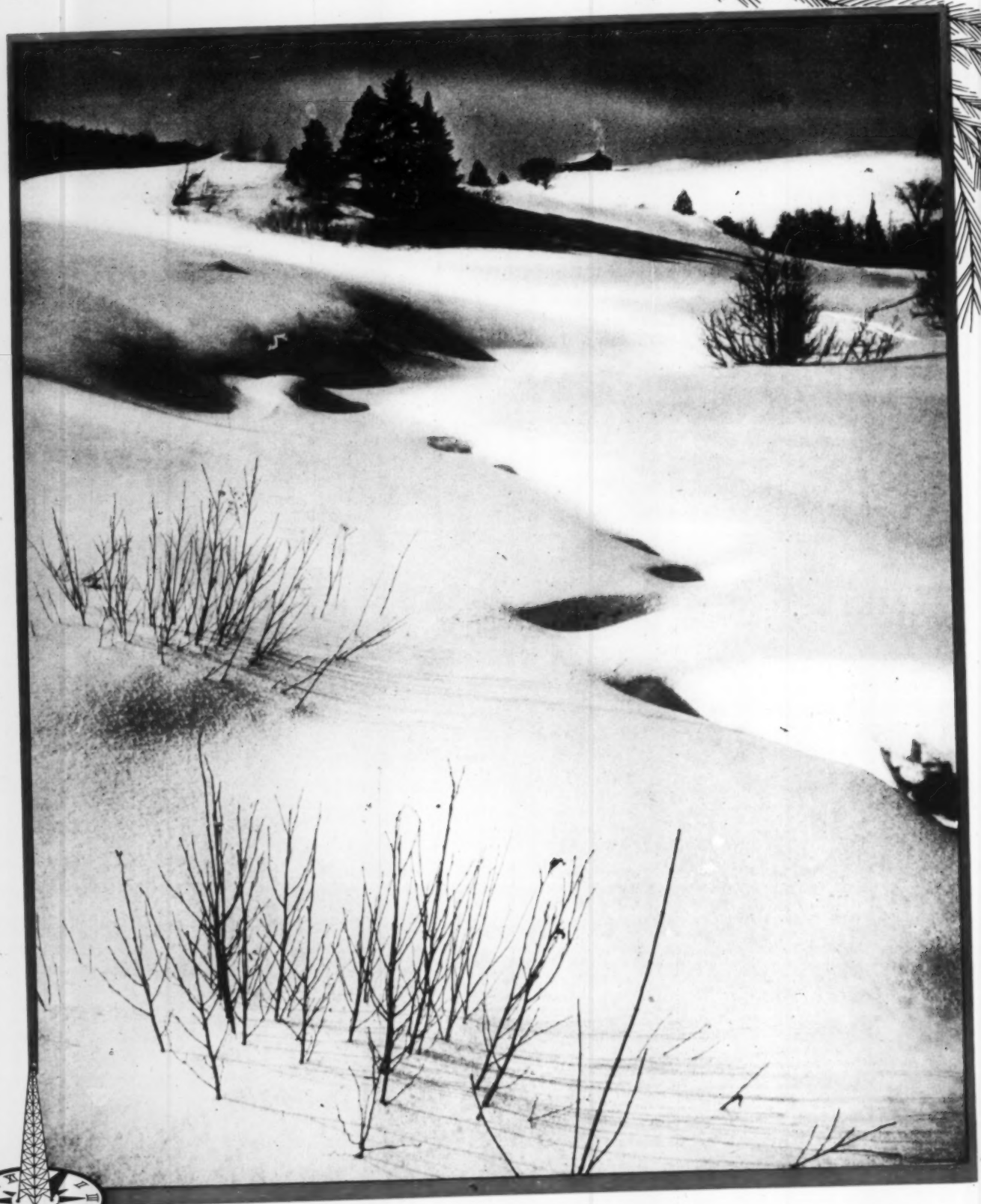
SEND FOR YOURS TODAY!

BROADCASTING MAGAZINE HA-1
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Gentlemen:
Enclosed please find ☐ *check* ☐ *money order* ☐ *bill me for* ☐ *binders to be sent direct to:*

NAME
FIRM
ADDRESS
CITY STATE

SEASON'S GR



EDWARD PETRY AND CO. INC.

REETINGS

To our many friends in radio, and to all who may chance to read this, our sincere and warm good wishes for a joyous holiday season.

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas / Ft. Worth	NBC / ABC
WJR	Detroit	CBS
KARM	Fresno	CBS
WONS	Hartford	MBS
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
WMTW	Portland, Me.	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WSAU	Wausau, Wisc.	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE YANKEE AND TEXAS QUALITY NETWORKS

TELEVISION

ATLANTA	WSB-TV
BALTIMORE	WBAL-TV
BOSTON	WNAC-TV
BUFFALO	WBEN-TV
LOS ANGELES	KFI-TV
MILWAUKEE	WTMJ-TV
M'P'L'S-ST. PAUL	KTSP-TV

1949
SCHEDULES
on
WMOB
will produce results on a low-cost-per-listener basis.
Ask - - -
A Branham Man For Facts On This Aggressive Station - or write
D. H. Long, Mgr.
A "bonus" FM, too.
WMOB
–A NUNN STATION–
Mobile, Alabama

Nielsen Radio Index Top Programs

COAST-TO-COAST, INCL. SMALL-TOWN, FARM, AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)

REPORT WEEK NOV. 7-13, 1948

Cur. Rank	Prev. Rank	Program	TOTAL AUDIENCE Cur. Rating	Points Change	AVERAGE AUDIENCE Cur. Rating	Points Change
EVENING, ONCE-A-WEEK, 15-60 MIN.						
1	1	Lux Radio Theater	32.1	+2.7	24.9	+2.6
2	2	Godfrey's Talent Scouts	26.0	+0.5	20.4	+0.9
3	3	Fibber McGee & Molly	25.9	+1.7	20.4	+1.1
4	5	Bob Hope	24.6	+2.4	20.0	+2.8
5	12	My Friend Irma	23.6	+3.7	19.9	+4.2
6	6	Jergens Journal	23.1	+1.5	19.2	+0.7
7	4	Mystery Theater	21.5	+0.1	16.6	+0.3
8	9	Duffy's Tavern	21.3	+1.7	16.6	+3.5
9	14	Jack Benny	21.2	+0.7	16.3	+2.3
10	—	Your Hit Parade	20.9	—	16.2	—0.3
11	23	Date With Judy	20.5	+2.5	16.2	+0.2
12	7	Mr. Keen	20.4	+1.2	16.1	+3.5
13	42	Judy Canova	20.3	+5.6	15.8	+1.5
14	30	Big Town	20.2	+3.5	15.5	+0.5
15	28	Truth or Consequences	20.0	+2.7	15.1	+2.4
16	11	Phil Harris-Alice Faye Show	20.0	—0.4	14.9	+0.4
17	18	Suspense	19.9	+2.0	14.7	+4.3
18	25	Great Gildersleeve	19.9	+2.8	14.7	—0.5
19	10	Inner Sanctum	19.7	—0.8	14.7	+0.6
20	15	Charlie McCarthy	19.7	—0.3		
EVENING, 2 TO 5-A-WEEK, 5-30 MIN.						
1	1	Lone Ranger	16.1	+0.9	12.5	+1.1
2	2	Edward R. Murrow	13.0	+1.2	10.8	+1.4
3	4	Beulah	12.9	+1.7	10.1	+0.8
DAY, 2 TO 5-A-WEEK, 15-30 MIN.						
1	5	When Girl Marries	12.2	+1.8	10.4	+1.2
2	1	Arthur Godfrey (Ligg. & Myers)	11.8	+1.2	9.3	+0.7
3	7	Backstage Wife	11.2	+1.1	9.3	+0.6
4	10	Young Widder Brown	11.2	+1.6	9.3	+0.9
5	2	Wendy Warren	11.1	+1.0	8.9	+0.1
6	4	Our Gal, Sunday	10.9	+1.1	8.9	+0.2
7	6	Right to Happiness	10.8	+0.5	8.5	+1.0
8	8	Ma Perkins (CBS)	10.5	+1.0	8.5	+0.8
9	11	Stella Dallas	10.5	+1.2		
10	18	Portia Faces Life	10.4	+1.6		
11	3	Big Sister	10.3	+0.4		
12	9	Romance of Helen Trent	10.1	+0.8		
13	15	Rosemary	10.1	+1.4		
14	12	Pepper Young's Family	10.0	+0.3		
15	16	Lorenzo Jones	9.7	+1.0		
DAY, SAT. OR SUN., 5-60 MIN.						
1	1	Armstrong Theater	13.0	—0.1	11.0	+1.0
2	4	Grand Central Station	12.7	+0.7	10.7	+0.5
3	7	David Harding Counter-spy	12.6	+1.8	9.8	+1.0
4	5	County Fair	12.1	+0.5	9.0	—0.2
5	8	Junior Miss	11.8	+0.6	8.6	+0.7

Copyright 1948, A. C. Nielsen Co.

NARND PLEDGES

Unbiased Reporting of UN

NATIONAL Assn. of Radio News Directors has adopted a resolution pledging unbiased reporting of activities of the UN, UNESCO and similar world organizations.

John Hogan of WCSH Portland, Me., retiring NARND president, has cabled copies of the resolution to Benjamin Cohen, U. S. delegate to the UN in Paris; Dr. Milton Eisenhower, chairman of the U. S. National Commission of UNESCO in Beirut, Lebanon, and to the U. S. officials through the radio division of the UN at Lake Success.

Text of the resolution follows:

WHEREAS, the American system of broadcasting represents the highest exemplification of free radio in the world, and whereas such a free medium within the Constitutional meaning of our democracy anticipates special obligations upon those who administer it, and whereas it is the belief of the members of NARND that truth conveyed to the people without bias or restraint will contribute largely to the cause of peace in our nation and throughout the world,

THEREFORE, BE IT RESOLVED that the NARND members in performing their daily tasks, will make special effort to impart to listeners throughout our country accurate reports on the important activities of the United Nations, the UNESCO and other world organizations in which the United States strives cooperatively with other nations toward a permanent peace, and that the members will, through unbiased interpretation, attempt to bring to the people of the nation a correct understanding of the objectives and methods of such world organizations.

Soren Munkhof of WOW Omaha, NARND executive secretary, has announced that news directors of 17 stations have become members of NARND.

New members are: John Bills, WQAM Miami, Fla.; Nate Egner, WLDS Jacksonville, Ill.; Pat Flaherty, KPRC Houston, Tex.; Jarrett Griffin, KWK St. Louis; Ben Holmes, KOMA Oklahoma City; Cass Keller, WRC Washington; Ted Koop, CBS Washington; Ed Lambert, KFRU Columbia, Mo.; Ken Miller, KVOO Tulsa, Okla.; Richard Oberlin, WHAS Louisville; Ken Peterson, KVFD Fort Dodge, Iowa; Sheldon Peterson, KLZ Denver; John Sabin, WTMV E. St. Louis; Don Sherwood, WTHI Terre Haute, Ind.; Art Smith, WNAX Yankton, S. D.; Tom Warren, KSO Des Moines; and W. A. Warrick, WJOB Hammond, Ind.

Burton Marvin of Kansas U. School of Journalism, Lawrence, Kans., also was admitted to associate membership.

A PAYING PROPOSITION

Ask the Katz Agency
CBS
560 kc.

TOPEKA BLACKOUT

Radio Aids in Emergency

AUXILIARY power units of WIBW and WIBW-FM Topeka, Kan., enabled the Capper stations to provide uninterrupted service when a power plant explosion Dec. 9 killed nine persons and blacked out Topeka and the eastern half of Kansas. The blast occurred at the Tecumseh plant of the Kansas Power and Light Co.

WIBW's special events staff was dispatched to the scene immediately with portable recording equipment and power packs. Recorded on-the-scene reports of rescue operations, fire fighting and heroism were broadcast on WIBW and WIBW-FM. Quincy Howe, news analyst who was visiting in Topeka, assisted in the news coverage.

Only Topeka residents able to follow the action at the explosion scene via radio were those owning battery sets or riding radio-equipped busses of the Topeka Transportation Co. WIBW-FM beamed newscasts to the bus riders and also aired an appeal from a Topeka hospital for volunteers to assist in caring for those injured in the explosion. Twenty minutes after the appeal the police department phoned WIBW-FM to report that the hospital was swamped with volunteers, the *Topeka Daily Capital* of Dec. 12 reported.

WHBL-FM Sheboygan

WHBL-FM Sheboygan, which started program service Dec. 1, is located in Sheboygan, Wis. The station was incorrectly identified as being in Sheboygan, Mich., in the Dec. 13 BROADCASTING.

Serving
Fort Worth AND Dallas,
the South's richest single radio market.
WBAP
THE STAR-TELEGRAM STATION
SINCE 1922
FORT WORTH 2, TEXAS
AM - FM - TV
FREE & PETERS, Inc.,
National Representatives

FCC Actions

(Continued from page 58)

Decisions (Cont'd):

WILM Wilmington, Del.—Granted CP make changes in vertical ant. and mount FM ant. on AM tower and change trans. location.

KTMP El Dorado, Kan.—Granted mod. CP to change type trans., for approval of ant. and trans. location and to specify studio location.

Following were granted mod. CPs for extension of completion dates as indicated: WDXY Spartanburg, S. C., to 7-12-49; WMAN-FM Mansfield, Ohio, to 3-28-49; WHAT-FM Philadelphia, to 6-10-49; WCAR Pontiac, Mich., to 6-1-49; KYOS Merced, Calif., to 4-7-49; WKBM Area Arecibo, P. R., to 2-28-49; WGNY New York, to 3-1-49; WEHS Cicero, Ill., to 3-1-49; WERC-FM Erie, Pa., to 4-2-49; WIOC Corydon, Ind., to 3-16-49; WSAU-FM Bloomington, Ind., to 2-28-49; WLOW-FM Norfolk, Va., to 3-28-49; WHKC-FM Columbus, Ohio, to 1-28-49; WSTP-FM Salisbury, N. C., to 2-15-49.

December 22 Decisions . . .

BY A BOARD

Renewal of License

WCMN Arecibo, P. R.—Granted renewal of license for period ending Nov. 1, 1951.

Petition Dismissed

WMEX Boston—Dismissed as moot petition for declaratory ruling in re applications for renewal of license and transfer of control.

Assignment of License

KBMY Billings, Mont.—Granted voluntary assignment of license from partnership of six equal partners to new partnership consisting of four of old partners, two partners selling their ⅙ interest for $20,000.

WGNS Murfreesboro, Tenn.—Granted assignment of license from Murfreesboro Bestg. Service to new corporation; WGNS Inc., one partner, S. D. Wooten Jr., will sell his ⅓ interest for $1,250.

Assignment of CP

WHSY Hattiesburg, Miss.—Granted assignment of CP from Hub City Bestg. Co. to newly formed corporation, Hub City Bestg. Co. Inc.; two newcomers will be added each to have 21½% stock interest, for $4000.

Acquisition of Control

WTHI WTHI-FM Terre Haute, Ind.—Granted acquisition of control of Wabash Valley Bestg. Corp., licensee of WTHI and permittee of WTHI-FM, by Linton Hulman Jr., present owner of 96 shares (39.6%) of Valley's stock, for $52,563 for stock (42.05%) of five transferers.

AM—1490 kc

San Luis Valley Bestg. Co., Alamosa, Col.—Granted CP new AM station 1490 kc 250 w unl.; engineering cond.; estimated cost $29,000.

AM—1050 kc

Terry County Bestg. Co., Brownfield, Tex.—Granted CP new AM station 1050 kc 250 w D; engineering cond.; estimated cost $15,300.

AM—1490 kc

Big Sandy Bestg. Co., Paintsville, Ky.—Granted CP new AM station 1490 kc 250 w. unl.; engineering cond.; estimated cost $14,150.

Hearing Designated

Delta Bestrs. Inc., Thibodaux, La.—Designated for hearing application for new station 800 kc 250 w.

The Orange Belt Station, Redlands, Calif.—Designated for hearing application for new station 1320 kc 500 w D, and make KITO San Bernardino party to proceeding.

AM—1220 kc—1230 kc

Logansport Bestg. Corp., Logansport, and Kosciusko Bestg. Corp., Warsaw, Ind.—Upon petitions, granted application of Logansport for new station 1230 kc 250 w unl. at Logansport and application of Kosciusko for new station at Warsaw, 1220 kc 250 w. D; cond.

Modification of CP

WJOB Hammond, Ind.—Granted mod. CP to change trans. site.

Petition Granted

Griner-Dillon Bestg. Co., Bay City, Mich.—Granted petition in part, to extent of amending Commission's order of June 2, 1948, deleting issues 1 and 3, effect of which is to strike all but engineering issues; in all other aspects petition is denied.

FCC BOX SCORE

Summary of Authorizations, Applications, New Station Requests, Ownership

SUMMARY TO DECEMBER 22

Class	On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	1,908	1,852	276		520	287
FM Stations	697	198	720	50*	89	31
TV Stations	50	7	116		312	181

*15 on the air.

STL—158.4 mc

KYOS Merced, Calif.—Granted STA for STL (158.4 mc 15 w) for period not to exceed 6 mos. or when wire facilities become available whichever is earlier, and further subject to cond. that all operation on this frequency will be discontinued if any interference is caused to services regularly authorized to operate on this frequency or adjacent frequencies.

FM Authorizations

Granted CPs for one new Class A and one new Class B FM station; modified one CP to specify Class A instead of Class B outlet; issued CPs to four Class B outlets which previously held CGs; issued CPs to six FM stations in lieu of previous conds., and granted CP for new low power noncommercial education station (See story page XX).

STL—159.3 mc

KVME Merced, Calif.—Granted STA for STL for period not to exceed 6 mos., or when wire facilities become available whichever is earlier, and further subject to cond. that all operation will be discontinued if any interference is caused to services regularly authorized to operate on STA frequency or adjacent frequencies (159.30 mc 15 w).

Extension of Time

WBRC-TV Birmingham, Ala.—Granted additional time in which to complete construction.

December 22 Applications . . .

ACCEPTED FOR FILING

AM—980 kc

WILK Wilkes-Barre, Pa.—CP change from 1450 kc 250 w unl. to 980 kc 1 kw-N 5 kw-D unl. DA-DN (DA-2).

AM—680 kc

WCTT Corbin, Ky.—CP change from 1400 kc 250 w unl. to 680 kc 1 kw unl. DA-N.

AM—960 kc

KNEB Scottsbluff, Neb.—CP change from 970 kc 1 kw D to 960 kc 1 kw-D 500 w-N unl. DA-DN.

AM—1340 kc

WJOC Jamestown, N. Y.—CP change from 1470 kc 1 kw D to 1410 kc 1 kw unl. DA-DN AMENDED to request 1340 kc 250 w unl.

CP to Reinstate

WGRO The Naugatuck Valley Bestg. Corp., Ansonia, Conn.—CP to reinstate CP new AM station 690 kc 1 kw D.

Change Location

KVAN Vancouver, Wash.—CP to change studio location from 707½ Main St., Vancouver, to South Shore Smith Lake, Multnomah County, Ore.

Modification of CP

KMSU Missoula, Mont.—Mod. CP new AM station for extension of completion date.

WAGE Syracuse, N. Y.—Mod. CP increase power etc. for extension of completion date.

License for CP

KVRH Salida, Col.—License to cover CP new AM station.

KFRD Rosenberg, Tex.—Same.

WVNJ Newark, N. J.—Same.

KVOU Uvalde, Tex.—License to cover CP change frequency.

WLVA Lynchburg, Va.—License to cover CP change frequency, increase power etc.

License Renewal

License renewal applications were filed by following AM stations: KDIX Dickinson, N. D.; KGON Oregon City, Ore.; KSWS Roswell, N. M.; KWTC Barstow, Calif.; WAJR Morgantown, W. Va.; WFAS White Plains, N. Y.; WMMT McMinnville, Tenn.; WMNB North Adams, Mass.; WMOB Mobile, Ala.; WNNC Newton, N. C.; WQUA Moline, Ill.; WSOO Sault Ste. Marie, Mich.; KRKN Fort Smith, Ark.; KSLO Opelousas, La.; KSST Sulphur Springs, Tex.; WAIM Anderson, S. C.; WAUD Auburn, Ala.; WAZF Yazoo City, Miss.; WGGG Gainesville, Fla.; WHVA Poughkeepsie, N. Y.; WIL St. Louis; WJOB Hammond, Ind.

Petition to Reinstate

WSWZ Inc., Trenton, N. J.—Petition to reinstate application for CP new AM station 1260 kc 5 kw-D 1 kw-N unl.

Assignment of License

WTNB WTNB-FM Birmingham, Ala.—Assignment of CP and license for AM and CP for FM from Thomas N. Beach and Roy M. Hofheinz d/b as Radio Station WTNB to Pilot Bestg. Corp.

WEMB WEMB-FM San Juan, P. R.—Assignment of license for AM and CP for FM from El Mundo Bestg. Corp. to Angel Ramos tr/as El Mundo Bestg. Co.

KTAE Taylor, Tex.—Assignment of license from Gillis Conoley, Dr. Raymond Garrett and K. L. McConchie d/b as Williamson County Bestg. Co. to KTAE Inc.

Assignment of CP

KBKO Portland, Ore.—Assignment of CP from Harold Krieger and Gordon E. Bambrick d/b as Mercury Bestg. Co. to Mercury Bestg. Co. Inc.

CP to Reinstate

KSWO-FM Lawton, Okla.—CP to reinstate CP new FM station which expired Nov. 12.

KOAK Western Oklahoma Bestg. Co., Clinton, Okla.—CP to reinstate CP new FM station which expired Nov. 12.

License for CP

WSM-FM Nashville, Tenn.—License to cover CP changes in FM station.

KBON-FM Omaha, Neb.—License to cover CP new FM station.

Modification of CP

WGAU-FM Athens, Ga.—Mod. CP new FM station for extension of completion date.

WGTM-FM Wilson, N. C.—Same.

KUGN-FM Eugene, Ore.—Same.

WIBG-FM Philadelphia—Same.

KNOB Long Beach, Calif.—Same.

KSDO-FM San Diego, Calif.—Same.

WSLB-FM Ogdensburg, N. Y.—Same.

WCOL-FM Columbus, Ohio—Same.

WEOL-FM Elyria, Ohio—Same.

KXYZ-FM Houston, Tex.—Same.

KCLI Los Angeles—Mod. CP new FM station to change ERP from 32 kw to 55 kw, ant. height above average terrain from 2,970 ft. to 685 ft., change trans. location, specify studio site and make changes in ant. system.

KOB-TV Albuquerque, N. M.—Mod. CP new commercial TV station for extension of completion date.

KTLA Los Angeles—Same.

WOIC Washington—Same.

WKY-TV Oklahoma City—Same.

TENDERED FOR FILING

Assignment of License

WTNB WTNB-FM Birmingham, Ala.—Assignment of license for AM and CP for FM from Thomas N. Beach and Roy M. Hofheinz d/b as Radio Station WTNB to Pilot Bestg. Corp.

KANS Wichita, Kan.—Assignment of license from Kansas Bestg. Inc. to Taylor Radio and Television Corp.

KRGV KRGV-FM Weslaco, Tex.—Assignment of license for AM and CP for FM from KRGV Inc. to Taylor Radio and Television Corp.

KSCB Liberal, Kan.—Assignment of license from Alf M. Landon, William Lee Larsbee, Wilbur Vernon Cowdin and Ralph E. Colvin d/b as Seward County Bestg. Co. to Seward County Bestg. Co. Inc.

Transfer of Control

WMMT McMinnville, Tenn.—Acquisition of control of McMinnville Bestg. Co. Inc., licensee, through transfer of 50 shs. each from Oliver M. Albritton and Claude W. Haston to Sam J. Albritton.

KTSA KTSA-FM San Antonio, Tex.—Transfer of control of Sunshine Bestg. Co., license of AM and permittee of FM, to Gene Autry.

WCMW WCMW-FM Canton, Ohio—Transfer of control of Stark Bestg. Corp., licensee of AM and permittee of FM, to S. L. Huffman and K. B. Cope.

Extension of SSA

KOB Albuquerque, N. M.—Request for extension of SSA 770 kc 50 kw-D 25 kw-N unl. for period from 3 a.m. EST March 1, 1949, for regular license period.

AMENDMENT DISMISSED

KNEW Provo, Utah—DISMISSED without prejudice amendment filed April 30, 1948, requesting change from 1450 to 1240 kc. Petition to dismiss granted Nov. 12.

APPLICATION RETURNED

Southern California Television Co., Long Beach, Calif.—RETURNED Dec. 16 supplement filed to application to purchase KLAC-TV only.

SAFETY AWARDS

Radio Stars Are Honored

BING CROSBY, Eddie Cantor, Johnny Mercer and John Brown have been voted the "Award of Merit for Exceptional Service" in 1948 by the National Safety Council, Chicago. Mr. Crosby will receive official notice of his award Wednesday on his ABC broadcast, while Mr. Cantor will be notified on his Jan. 28 show.

Mr. Crosby was cited for contributing his services for a five-minute musical transcription series during the Council's safe winter driving campaign last year.

Mr. Cantor was selected for appearing in a series of five-minute spots entitled "It Can Happen to You," in cooperation with the Council's traffic accident prevention campaign.

Mr. Mercer's award was for singing 10 one-minute spots on safe winter driving, and Mr. Brown Digger O'Dell of *The Life of Riley*, was cited for 10 announcements on farm safety.

Radio stations, networks, advertisers and advertising firms will be eligible for the National Safety Council's new public interest award for "Exceptional Service to Safety." The Council, "recognizing the important role being taken voluntarily by public information media in support of accident prevention," will bestow the 1948 citations after March 15, closing date for nominations from local safety organizations throughout the country. Entries can be made at Council headquarters in Chicago.

CBS's LINKROUM

To Take TV Post in N. Y.

RICHARD LINKROUM, WTOP Washington program director, who announced his intention to resign last month [BROADCASTING, Nov. 29], will join the Columbia Broadcasting System in New York as a television director the early part of January. Date of resignation or name of his successor has not been determined.

Mr. Linkroum has been with CBS since 1938 when he joined the network operations department in New York. For a time he was producer of the *Major Bowes Amateur Hour*. He came to WTOP in 1941 as program manager, and returned in 1946 after having served with the U. S. Navy.

At Deadline...

CP OF WPBP MAYAGUEZ IS REVOKED BY FCC

CHARGING owners with misleading FCC and with operating station for four months without authorization, Commission Thursday revoked CP for WPBP Mayaguez, P. R. Station went off air about Oct. 8, FCC said. It was assigned 1450 kc with 250 w.

FCC claimed WPBP's last extension of authority for program tests expired last June 6 but that station operated until around Oct. 8 even though request for extension of program tests was denied in meantime. Further, FCC charged, unlicensed operator has operated WPBP transmitter; "sundry" technical violations have been noted, and in an early application, permittee Paradise Broadcasting Co. "either submitted incorrect photographs of its transmitter site . . . or misled the Commission with respect to the density of population within the immediate vicinity thereof."

Station is owned by Jose M. Sepulveda, owner of Puerto Rico Radio & Electrical Works, and Jose M. Rodriguez Quinones, Arecibo physician. Grant was issued in April 1946 and station started program tests in November 1946. Revocation order is effective in 15 days unless hearing is requested, in which case it will be suspended pending hearing and final decision.

NEW ANNISTON OUTLET; ALEXANDRIA BOOST

NEW AM station for Anniston, Ala., and nighttime power increase for KPDR, Alexandria, La., authorized by FCC Thursday. Anniston grant, for fulltime use of 1390 kc with 1 kw directionalized, went to Model City Broadcasting Co., headed by Stanton B. Ingram, local banker and 42.86% owner.

Other stockholders, all local business and professional men: S. E. Boozer (25.7%); Stanley M. Ward (8.58%); Elvin C. McCary (5.71%); D. H. Boozer (8.58%); Emmett B. Weaver (5.71%), and Dr. Frank C. Weaver Jr. (2.86%).

Grant to KPDR is for modification of CP to operate on 970 kc with 1 kw fulltime in lieu of present 1 kw day, 500 w night.

HEARING ON AFRO PLAN

AFRO AMERICAN Broadcasting System's application for first station of projected network of Negro outlets [BROADCASTING, Nov. 24, Dec. 15, 1947] was designated for hearing by FCC Thursday. Application is for 610 kc with 1 kw fulltime at Hopkins Park, Ill. It was designated for comparative consideration with mutually exclusive application of WKAN Kankakee, Ill., to switch from 1320 kc with 1 kw, daytime only, to 610 kc with 1 kw fulltime. Afro American is all-Negro corporation headed by Dr. Clifford F. Kyle, minister. WKAN is owned by *Kankakee Daily Journal* and headed by Leslie C. Small.

BASKETBALL TV BAN

TELECAST OF Baltimore Bullet professional football games will cease Jan. 6 because of 25% attendance drop, Jake Embrey, Bullet president, ruled Thursday. Mr. Embrey, also head of Colts profootball team, hinted telecast of Colt games may be halted next year also. He is WITH Baltimore vice president and sales manager.

TAYLOR-HOWE-SNOWDEN STATION TRANSFER FILED

DISSOLUTION of 15-year station-ownership association of O. L. (Ted) Taylor, Gene A. Howe and T. E. Snowden revealed in multiple transfer applications filed with FCC involving KANS Wichita, KRGV Weslaco and KTSA San Antonio. All three transactions are interdependent [BROADCASTING, Nov. 29].

Taylor Radio and Television Corp., headed by Mr. Taylor as president and 75% owner and involving same stockholders as KANS, acquires assets of that station for $200,000. Taylor Radio and Television buys KRGV for $320,000 and also acquires KTSA which it simultaneously sells for $459,000 to Gene Autry, cowboy star and owner of KOOL Phoenix.

KRGV principal sellers include T. E. Snowden, president and 2.5%; Archie J. Taylor, brother of Ted Taylor, vice president 3.44%; Gene A. Howe, treasurer 34.69%; Alexander Keese, director 2.188%; Robert P. Snowden, director 6.875%; E. J. Bribach, 9.37%, and Byron W. Ogle, secretary-treasurer 0.625%.

KTSA sellers include: Mr. Howe president 17.066%; O. L. Taylor, 5.46%; T. E. Snowden, vice president 3.167%; Mr. Keese, director 0.967%; Robert Snowden, director 3.467%; Mr. Bribach, 0.667%. There are 39 stockholders in all.

Taylor Radio and Television is composed in addition to O. L. Taylor of following: Archie J. Taylor, vice president 7.5%; Era Lewis, secretary-treasurer 3.5%; Mr. Ogle, 5%; DeWitt Landis, 5%; M. R. Lindsey, 3.5%; and H. H. Taylor, 0.5%.

CONTINENTAL AM AFFILIATE

FIRST AM affiliate, WPTR Albany, N. Y., signed by Continental FM Network. Station is jointly operated with WBCA (FM) Schenectady by Leonard Asch, vice president and general manager, and W. R. David, vice president in charge of operations of both stations. WBCA has been Continental affiliate since its opening in March 1947.

VIDEO FIRM CUTS PRICES

UNITED STATES TELEVISION MFG. drastic price cuts—console combination with 15-inch tube down from $1,495 to $1,095, 15-inch table model from $895 to $695, ten-inch table model from $375 to $325 believed to presage industrywide drop in TV set prices. New price level being set by table model with 16-inch metal tube RCA reportedly plans to introduce in January to retail at $500.

GF'S PARKER BECOMES VP

WESBY R. PARKER, former general manager of sales, has been appointed vice president in charge of sales division, General Foods Corp., New York. He joined GF in 1944 and has headed company's sales activities since Jan. 1, 1947. Mr. Parker was with Pillsbury Mills, Minneapolis, from 1922 to 1944.

RCA TV 16-INCH PRICE CUT

RCA to introduce in January TV receiver with 16-inch metal-side viewing tube, selling for about $500, according to Associated Press dispatch. Officials of RCA-Victor Division refused to comment.

WCAM-WCAP TIME SHARING WILL CEASE JAN. 22

FCC Thursday set 3 a.m. Jan. 22 as time when WCAM Camden, WCAP Asbury Park, and WTNJ Trenton shall stop sharing time (1310 kc, 500 w) and commence independent operations [BROADCASTING, May 17, Sept. 20].

Under prior orders, WCAM and WCAP licenses have been modified to authorize simultaneous, fulltime operation on 1310 kc with 250 w, but WTNJ is appealing modification of its license to specify daytime-only operation on 1300 kc with 250 w. WTNJ petition for stay order was denied by Court of Appeals for D. C., and FCC said "no further reason appears" why all three stations should not start operating on new assignments. Authorization for WTNJ to start using 1300 kc on Jan. 22 is conditioned on station's first getting FCC approval of equipment to be used.

NBC-KPIX INTERIM TV PACT

NBC-TV has signed interim affiliation agreement with KPIX (TV) San Francisco, which was to go on air Christmas Eve. Affiliation continues until KRON, *San Francisco Chronicle* station which will be regular NBC affiliate, begins operations next year.

TV SERIES FOR PUPILS

TV series for children of pre-high school age will be aired Mon.-Fri., 5 p.m. (EST), over NBC-TV network starting early in 1949 with cooperation of National Education Assn. and New York, Philadelphia and Baltimore boards of education.

Closed Circuit

(Continued from page 4)

distorted audience and tune-in figures are encouraging no-holds-barred counterattack. That attitude is welling up, particularly at NAB headquarters in Washington where feeling exists that uniform data is being supplied to local newspapers from some central research source.

SOUTHERN SELECT BEER will use new-type video commercial for first time Jan. 7 at opening of KLEE-TV Houston Jan. 7. Animated and action film spots 20 seconds long to be used singly or in combinations up to 60 seconds for wrestling match spots. Beer will also sponsor baseball games on station.

UNPUBLICIZED meeting of top-level television network executives with AT&T believed to have smoothed way for reasonably peaceful allocations of East-Midwest coaxial cable which opens Jan. 12. Agreement thought possible this week.

FIRST of year to bring rush of checks to All-Radio Presentation fund, committee informed. First draft of script to get once-over when NAB sales managers group meets Jan. 6-7. Winter work sheet of film project calls for full speed ahead now that directing committee has full power to act on its own.

PRELIMINARY hearing on case involving complaints against KMPC Los Angeles, alleging undue influence on news policies by principal owner G. A. (Dick) Richards, is set for Feb. 21 in Los Angeles. Comr. E. M. Webster will preside but will simply take testimony for FCC since hearing is investigatory to determine whether formal hearing should be held [BROADCASTING, Nov. 15].

it's easy to say...

It's easy for a radio station to say, "Advertising will solve your problems. Just buy some time on the air."

It's easy to say, but it isn't always true. For advertising can be really effective only when product and package are right—distribution healthy—selling appeal sound.

This fact is acknowledged at WLW, and service is geared to meet the issue squarely. There are facilities—not found at any other radio station—to aid a manufacturer all along the line. There is a "know how" peculiar to the area, and man power adequate to help you reach a position where advertising can really do a solid job.

HERE'S AN EXAMPLE:*

In 1943, the manufacturer of a proprietary doing only a negligible business in the WLW area, approached the station in regard to a radio campaign. Upon our advice, he first signed with WLW's Specialty Sales division to obtain distribution. He then began his WLW campaign, sponsoring three early-morning quarter-hours per week, using WLW's staff rural entertainers.

During the last five years, this advertiser has been a steady, year-around advertiser on WLW's early-morning schedule—is now sponsoring seven quarter-hours per week—and has engaged the services of Specialty Sales eight different times.

WLW's Drug Merchandising Department has also given full support to this client, in the matter of checks upon distribution and competitive position, dealer and consumer attitudes, the design and distribution of display material, etc.

The result? Sales have increased steadily in the WLW 4-State area—have now reached a total more than thirty times greater than when the advertiser began his WLW campaign in 1943. And he has used no other media in this area.

Yes, The Nation's Station can help you solve your selling problem in many, many ways. And when you have solved it for WLW-land, you pretty well know the answers for the nation. For WLW's Merchandise-Able Area is a true cross section of America. A vast territory where almost fourteen million people live—an area which is covered by one station as a network covers the nation. An ideal proving ground for products and ideas. A proving ground for success.

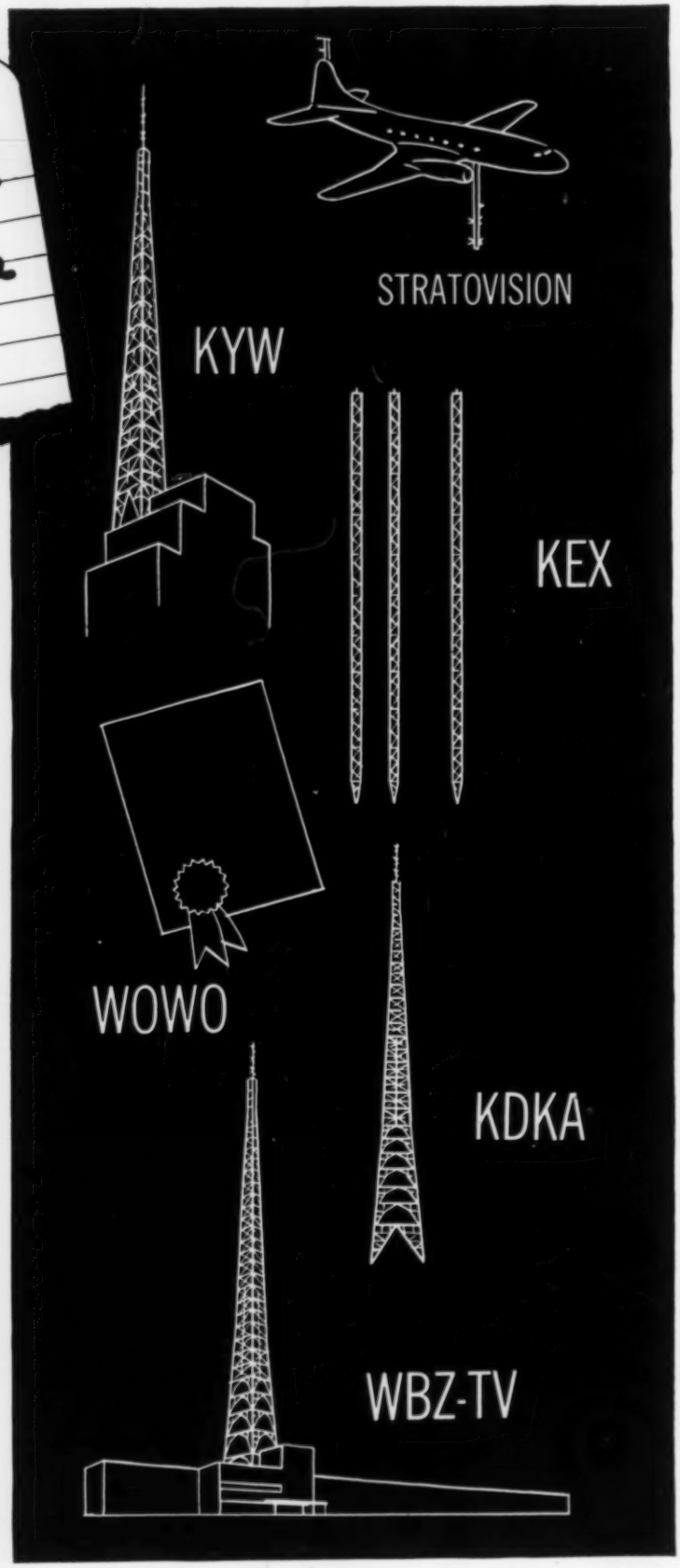
**Name on request*

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

Crosley Broadcasting Corporation

LEAP YEAR (Westinghouse style)



Westinghouse radio stations.. every one of them.. *leaped* ahead in a decisive way in 1948.

AHEAD in number of radio homes (potential audience) reported in every station area. (5 to 16 percent ahead!)

AHEAD in program-building, to attract and hold bigger audiences.

AHEAD in the down-to-earth selling which keeps renewals coming in, year after year.

AHEAD with Stratovision.. blazing the television trails of the future.

AHEAD with Boston's magnificent new Radio and Television Center, one of the first to bring all facilities under a single roof; and with the first television service in New England.

AHEAD with expanded FM service on all six stations, and with lofty new towers for KDKA-FM in Pittsburgh and KYW-FM in Philadelphia.

AHEAD in Portland—KEX is the only 50,000-watt station in Oregon.

AHEAD in the Midwest; at WOWO in Fort Wayne, alert, heads-up programming and promotion have averaged one Industry Award every 7 weeks for more than 30 months.

Advertisers, some of them with us for more than 16 years, saw *sales* leap ahead, too! If you were not one of them, make a resolution to peg time on these fast-moving Westinghouse stations before it's too late. NBC Spot Sales has full information.

WESTINGHOUSE RADIO STATIONS Inc

KDKA • KYW • KEX • WBZ • WBZA • WOWO • WBZ-TV

National Representatives, NBC Spot Sales except for KEX; for KEX, Free and Peters